

A man in a silver heat-protective suit is seated in a yellow test seat inside a heat chamber. The chamber is filled with various mechanical components, including pipes, valves, and several large, glowing orange heat lamps. The man is wearing a white helmet with a clear visor and black gloves. The background is dark and industrial, with various mechanical parts visible.

LIFE

MAN'S NEW WORLD: PART III
**INTO FRONTIERS
BEYOND EARTH**

WHERE THE BOOM WENT

BY ERNEST HAVEMANN

SPACE PILOT-TO-BE
TESTS SAFETY SUIT
IN HEAT CHAMBER

JANUARY 6, 1958

25 CENTS

When you can't always brush after meals,
even though it's best — start the day with...



GLEEM *Today as ever* ...the toothpaste for people who can't brush after every meal

JUST ONE BRUSHING destroys
decay-and odor-causing bacteria



MOUTH BACTERIA, CHIEF CAUSE OF
DECAY, BUILD UP OVERNIGHT LIKE THIS

PROOF



AFTER ONE GLEEM BRUSHING, UP TO
90% OF THESE BACTERIA ARE DESTROYED

How many "snacktimes," as well as mealtimes, are there when brushing your teeth afterwards just isn't possible? Gleem answers this problem: Just use Gleem each morning to get added resistance to decay . . . protection against

mouth odor *all day*. Gleem with exclusive GL-70 is so effective that just *one* brushing completely destroys most bacteria. And youngsters love Gleem's flavor! So always depend on the one and only Gleem!



Mouth odor stopped all day with *one* Gleem brushing. Scientific odor-measuring tests prove brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor. Means a *sweeter goodnight kiss*. So start *your* day with Gleem!

Only GLEEM has  GL-70 to fight decay!

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Slender Sets

Now Philco puts Hyper-power television, HTV, in stunning new trend-setting, space-saving cabinets! Here is the first *completely new* design concept in console television. Philco's HTV chassis brings in the brightest, sharpest picture ever. And, in this Slender Set console, the powerful "Long 10" speaker is *inclined*, to bring you ear level sound. No matter where you sit — exciting, full, rich sound reaches your ears!

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NEW HIGH-STYLE SLENDER SET CONSOLE

Stunning contemporary styling. Top Level Tuning. Edge-Lite Control Center. New Ear Level Sound System. Deluxe HTV chassis. 21-in. overall diagonal picture. Latest electronic advances. Mahogany, blond or walnut finishes.

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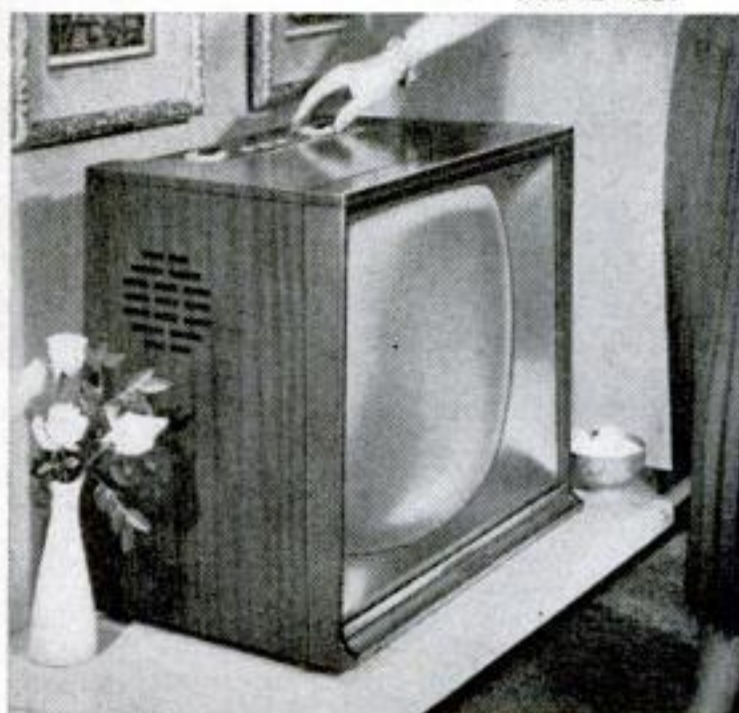
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Entire speaker area is inclined to direct all the sound to your ears. Adds new pleasure to TV—creates a beautiful new cabinet design.



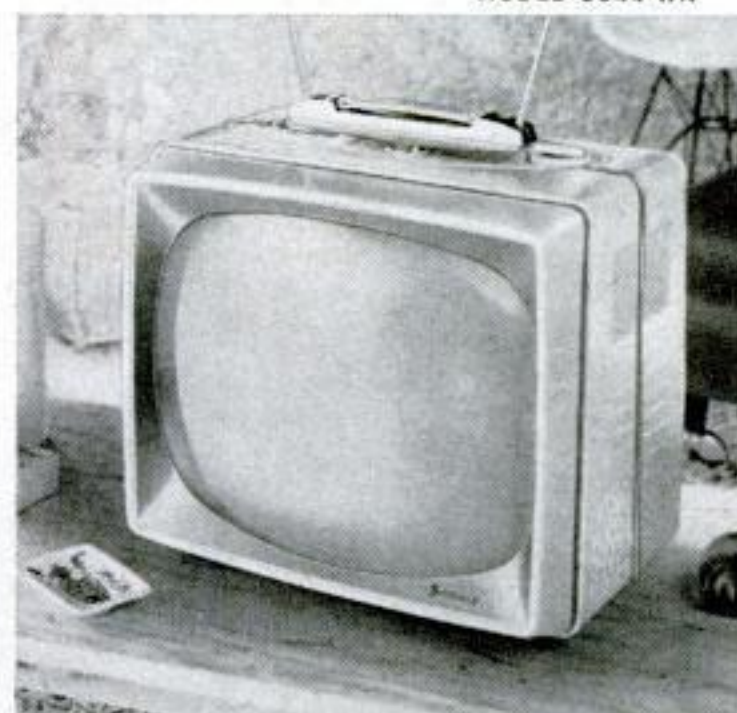
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This One



4WP8-KC9-9YGH

Historic exodus 8

Nationalistic Indonesia begins to expel its Dutch population, creating massive human tragedy and dangerous disorganization for the fragmented young island republic.



A DUTCH EVACUEE

NATO spectacle, meaning 26

The pageantry of NATO's meeting in Paris is shown in color, and LIFE also tells what the conference accomplished—and what still remains to be done.



PRESIDENT AT NATO

What killed the boom? 32

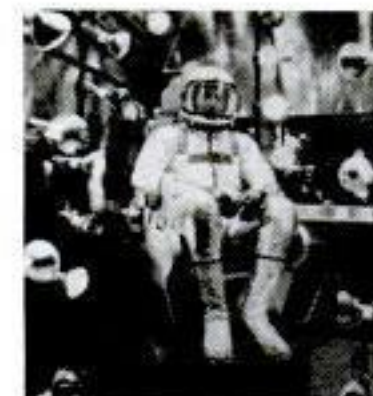
After 16 great years the U.S. boom seems to have died. What killed it? Here are some laws of economic life that the U.S. thought were repealed.



BOOM LOWERED

Man's space world 52

A spectacular array of color pictures shows moon suits, rocket ships, space cabins being readied today for space travel. Part III: "Man's New World."



ALUMINIZED SPACE SUIT

The tall girl's life 68

A bright, attractive St. Louis career girl whose 6 feet 2 inches tower over the men she dates gives good-natured look at a tall girl's troubles.



ELIZABETH AT PARTY

COVER

Under searing heat at Wright Air Development Center, Scott Crossfield tries out the Air Force's new "space suit," which keeps his body pressurized while aluminized covering reflects heat. He will wear suit on first space flight in the X-15 rocket ship (see pp. 52-66)

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LIFE, JAN. 6, 1953
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For doing business fast, and in writing, there's nothing like the telegram.

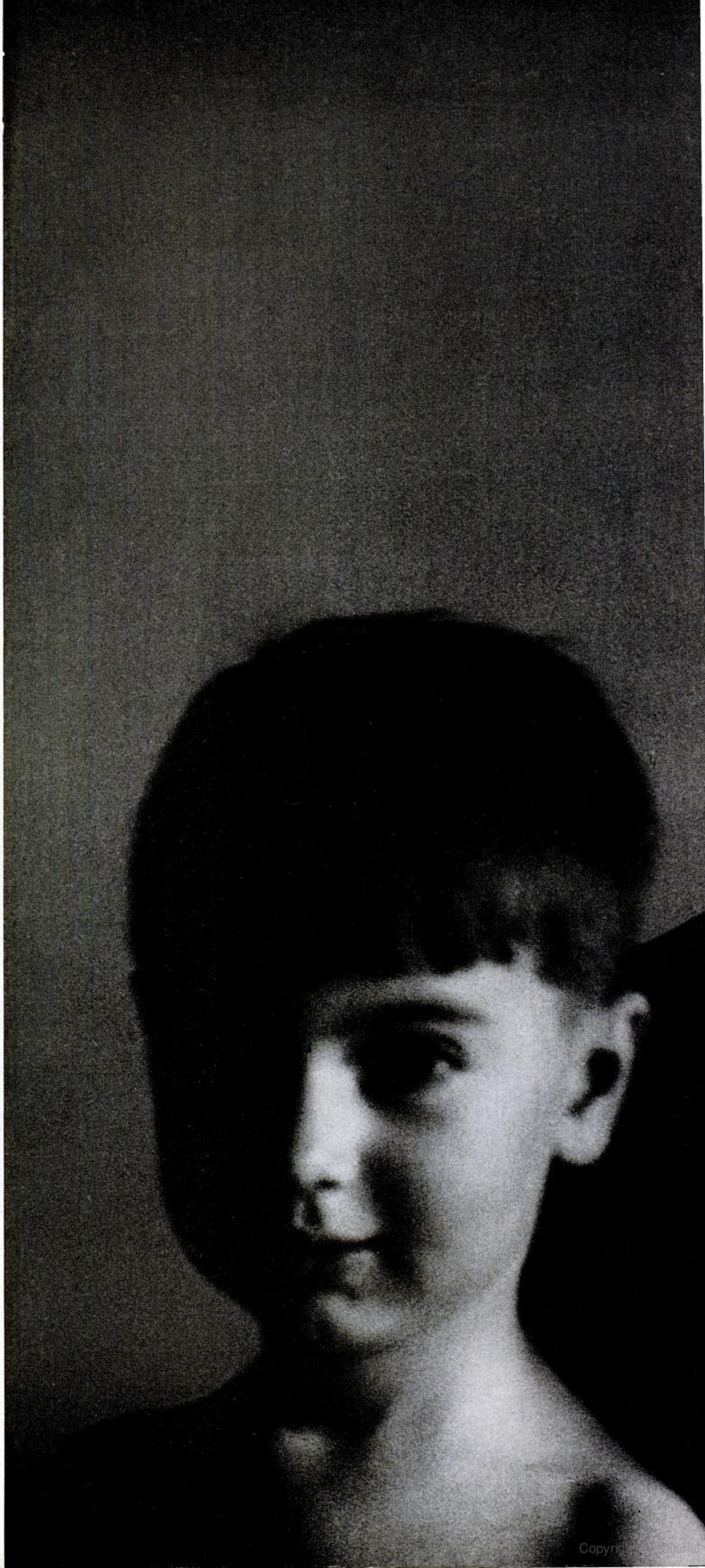


FAMILY PYRAMID by Robino shows his children in arms of grandfather, cousins perched above.

WINNING FAMILY

Engineer Stefano Robino thought, when he printed it, that the simple picture he had taken in the quiet of his Turin, Italy home would prove fascinating only to a few doting relatives. But he entered it in a photographic contest held by the camera club of Biella, a small town nearby. There it won first prize—and the admiration of everybody who came to the exhibit. Titled *La Mia Famiglia* (*My Family*), the simply lighted photograph (*right*) glowed with the tranquil profiles of his wife and baby, the bright glance of his 4-year-old son, and gave a remarkable sense of warmth and contentment.

The Italian magazine *Fotografia* published the picture, and readers all over Italy responded as warmly as the people of Biella had done. Then Robino received a double, international recognition: both the *International Photography Year Book* and *American Photography Annual* selected more family pictures for 1958 editions now being distributed around the world.





LETTERS TO THE EDITORS

TREASURY OF ECCENTRICS

Sirs:

I would like to add Dr. William Halsted, a Baltimore surgeon, to your "Treasury of Eccentrics" (LIFE, Dec. 2). An all-round eccentric, Dr. Halsted was especially so when it came to clothes. Failing to find a suitable laundry in the U.S., he would send his shirts to be laundered in London. When he went visiting he would frequently take along five pairs of gloves so that, when he saw what others were wearing, he could select the appropriate pair.

These eccentricities did not prevent Dr. Halsted from becoming the most influential surgeon of his time.

DR. RALPH COLP JR.

Boston, Mass.

● Dr. Halsted (1852-1922) also drank coffee brewed from beans he had selected one by one.—ED.

WRESTLING SCRIPT GOES AWRY

Sirs:

In the story "Wrestling Script Goes Awry" (LIFE, Dec. 2) the caption under the picture of two wrestlers and a referee states, "Furor starts when Rocca batters Graham's head against a post as Referee Bartfield moves in." This referee is not Danny Bartfield, but Ed Gersh.

Danny Bartfield was in another part of the ring separating "Bruiser" Afflis and Ed Carpentier at the time.

ED GERSH

Franklin Square, N.Y.

Sirs:

I defend professional wrestling, its integrity, its honor and its national prestige and I debunk through the media of the pen all vile calumnies and big totalitarian lies disseminated against organized wrestling.

VINCE SALERNO

Woodlynne, N.J.

SKYSCRAPER IN MILAN

Sirs:

That "medieval nostalgia," the Velasca Tower, pictured in the story "Skyscraper in Milan" (LIFE, Dec. 2), was erroneously labeled Milan's "first skyscraper."

The people of Milan have been feasting appreciative eyes ever since 1952 on their truly first skyscraper, a 33-story ceramic, mosaic tile-covered, sparkling beauty.

ADELE REHM

Cincinnati, Ohio



MILAN'S FIRST SKYSCRAPER

Sirs:

As architect for the Milan skyscraper along with my partners Belgiojoso and Rogers, I wish to point out that the building is not higher than the Duomo's Madonna. The authorities did not allow us to surpass the Duomo's height.

ENRICO PERESSUTTI

School of Architecture
Princeton University
Princeton, N.J.

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THE COCKTAIL PARTY

Sirs:

Is it any wonder that Russia is getting ahead of the U.S. when a magazine devotes 10 pages to such trivia as "The Cocktail Party: Hurrah?" (LIFE, Dec. 2)?

DOROTHY TOWNSEND

Lexington, Ky.

Sirs:

Thanks for the charming exposé of that great tradition, the cocktail party. However, I question your derivation of the word "cocktail." H. L. Mencken lists several probable etymologies of the word in his *Supplement to the American Language*. They include:

That the word comes from the French *coquetier*, an eggcup, and was first used in New Orleans soon after 1800; that it is derived from *coquetel*, the name of a mixed drink introduced to America by French officers during the Revolution; that it descends from *cock-ale*, a mixture of ale and the essence of a boiled fowl; that it is a shortened form of *cock-tailings*, the name of a mixture of tailings from various liquors, thrown together in a common receptacle and sold at a low price.

STEPHEN N. BOWEN

Norwalk, Ohio

Sirs:

In "The Cocktail Party" you have committed one of the greatest blasphemies against the Ivy League that is conceivable. Actor Tony Randall is singing Yale's football pep song *Boola, Boola* while wearing a Harvard blazer!

GREGOR MACAFEE

Brookline, Mass.

MAN OF ELI AT OXFORD

Sirs:

As the subject of the article "Man of Eli at Oxford" (LIFE, Dec. 2), I feel compelled to comment briefly. The British undergraduate comes to Oxford with one decided advantage. He has behind him anywhere from two to four years of education specialized to a degree unknown in the United States at the corresponding age level. He is thus well prepared for the continued concentration on a particular subject.

What his American counterpart lacks in the way of specialization, however, is more than compensated for by the breadth of his education. This general education goes much further, however, in preparing him for the understanding and appreciation of the entire field of liberal arts.

I was impressed by the intelligence of these British students. But I sincerely doubt that graduates of any American university would be "staggered," as you phrased it, by the erudition of the typical British undergraduate at Oxford.

ROGER D. HANSEN

Magdalen College
Oxford, England

TUPOLEV'S TITANIC TURBOPROP

Sirs:

In the story on the Russian turboprop TU-114 ("Tupolev's Titanic Turboprop," LIFE, Dec. 2) you say the engines are warming up. Turboprop or turbojet engines are never warmed up.

GUY NESS

Imperial, Neb.

● Reciprocating engines are warmed up to get the oil hot enough to lubricate the pistons. Turbojet engines which have no pistons to lubricate, need no warm-up.—ED.

TIME OF TRIAL FOR THE REPUBLIC

Sirs:

You are so right in describing Vice President Nixon as a seasoned assistant ("Time of Trial for the Republic," LIFE, Dec. 9).

Unquestionably he is the man best trained to become President in the history of our country.

H. L. BENNETT

Chicago, Ill.

MISCELLANY

Sirs:

The amusing photograph "High Horse with View" (LIFE, Dec. 9) prompts me to send you this somewhat

similar picture taken a little over a year ago at the Wainess stables on East 90th Street in New York.

The goat peering out of the upstairs window was said to have been an important member of the cast of *Porgy and Bess* temporarily "at leisure" while the rest of the cast traveled to Russia to present that fine example of American theater, no doubt with a local goat.

HAROLD T. BYCK

New York, N.Y.



SECOND-STORY GOAT

STOUTHEARTED HEROES

Sirs:

The series of pictures of the "Stouthearted Heroes of a Beloved Painter" (LIFE, Dec. 9) is magnificent.

IRVING SCHULTZ

New York, N.Y.

Sirs:

N. C. Wyeth enriched for all time the lives of all who were privileged to be on intimate terms with him, and I thank God I was one of them. For us he opened the doors to the wonders of nature, literature, history, music, philosophy and art.

CAROLINE PYLE WYETH

Hockessin, Del.

GRAND CURE FOR LOVESICKNESS

Sirs:

Reading about Mr. Roger Stevens and his hit play, *Time Remembered* ("Grand Cure for Lovesickness," LIFE, Dec. 9), I see you mentioned that *The Ponder Heart* was quite a hit.

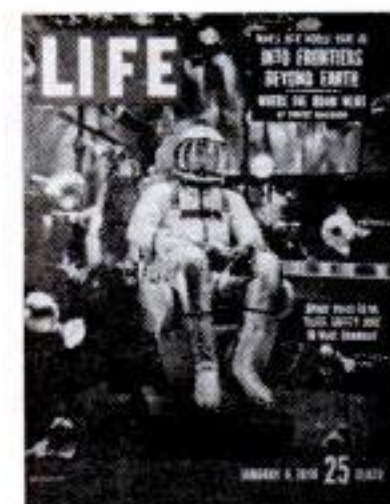
Some friends and I invested in The Playwrights' Company for that particular production. We lost money because of an unsuccessful run. And yet you claim it was quite a hit. How did that happen?

AL ROMANO

New York, N.Y.

● Although *Ponder Heart* lost money, it ran for 149 performances.—ED.

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★ Thereafter, continuing members can build their lifetime record library at almost a **ONE-THIRD SAVING**. For every two records purchased (from a group of at least fifty made available annually by the Society) members will receive a third RCA VICTOR Red Seal Record free.

★ A cardinal feature of the plan is **GUIDANCE**. Where does one start? What works of music would be considered at least the nucleus of a well-balanced record library? The Society has a Selection Panel whose sole business it is to determine "must-have" works for members. This panel is under

the chairmanship of **DEEMS TAYLOR**, the noted composer and commentator. Other members include **JACQUES BARZUN**, author and music critic; **SAMUEL CHOTZINOFF**, General Music Director, NBC; **JOHN M. CONLY**, editor of *High Fidelity*; **AARON COPLAND**, composer; **ALFRED FRANKENSTEIN**, music critic of the *San Francisco Chronicle*; **DOUGLAS MOORE**, composer and Professor of Music, Columbia University; **WILLIAM SCHUMAN**, composer and president of the Juilliard School of Music; **CARLETON SPRAGUE SMITH**, chief of the Music Division, New York Public Library; and **G. WALLACE WOODWORTH**, Professor of Music, Harvard University. Any work of music acquired on the recommendation of such a group certainly belongs in any representative collection.

HOW THE SOCIETY OPERATES

Each month, three or more RCA VICTOR Red Seal Records will be announced to members. One will always be singled out as the *record-of-the-month*, and unless the Society is otherwise instructed (on a simple form always provided), this record will be sent to the member. If the member for any reason does not want the work he may specify that one of the alternate records be sent him. Or, whenever he pleases, he is free to instruct the Society to send him nothing. For every record purchased, members will pay no more than the nationally advertised price of RCA VICTOR Red Seal Records at the time (plus a small charge for mailing).

BEGINNING MEMBERS WILL RECEIVE AS
THE HEART AND CORE OF A LIFETIME RECORD LIBRARY

The Nine Beethoven Symphonies

CONDUCTED BY

Arturo Toscanini

WITH THE NBC SYMPHONY ORCHESTRA

IN AN ALBUM OF SEVEN 12-INCH **\$3⁹⁸**
LONG-PLAYING RECORDS FOR
—plus a small charge for postage

Nationally advertised price: \$34.98*

THE SOLE CONDITION IS THAT BEGINNING MEMBERS
AGREE TO BUY SIX RCA VICTOR RED SEAL RECORDS
FROM THE SOCIETY DURING THE NEXT YEAR

*Effective February 1, 1958

RCA VICTOR Society of Great Music, c/o Book-of-the-Month Club, Inc., 345 Hudson Street, New York 14, N. Y.

Please register me as a member and send me the seven-record *Toscanini-Beethoven Album* under the conditions stated at the left and above. I agree to buy six additional records within twelve months from the Society. Thereafter, if I continue, for

every two records I purchase from the Society, I will receive a third RCA VICTOR Red Seal Record, free. To maintain membership after the first year, I need buy only four records from the Society in any 12-month period.

V22-1

MR. }
MRS. }
MISS } (Please print plainly)

ADDRESS _____

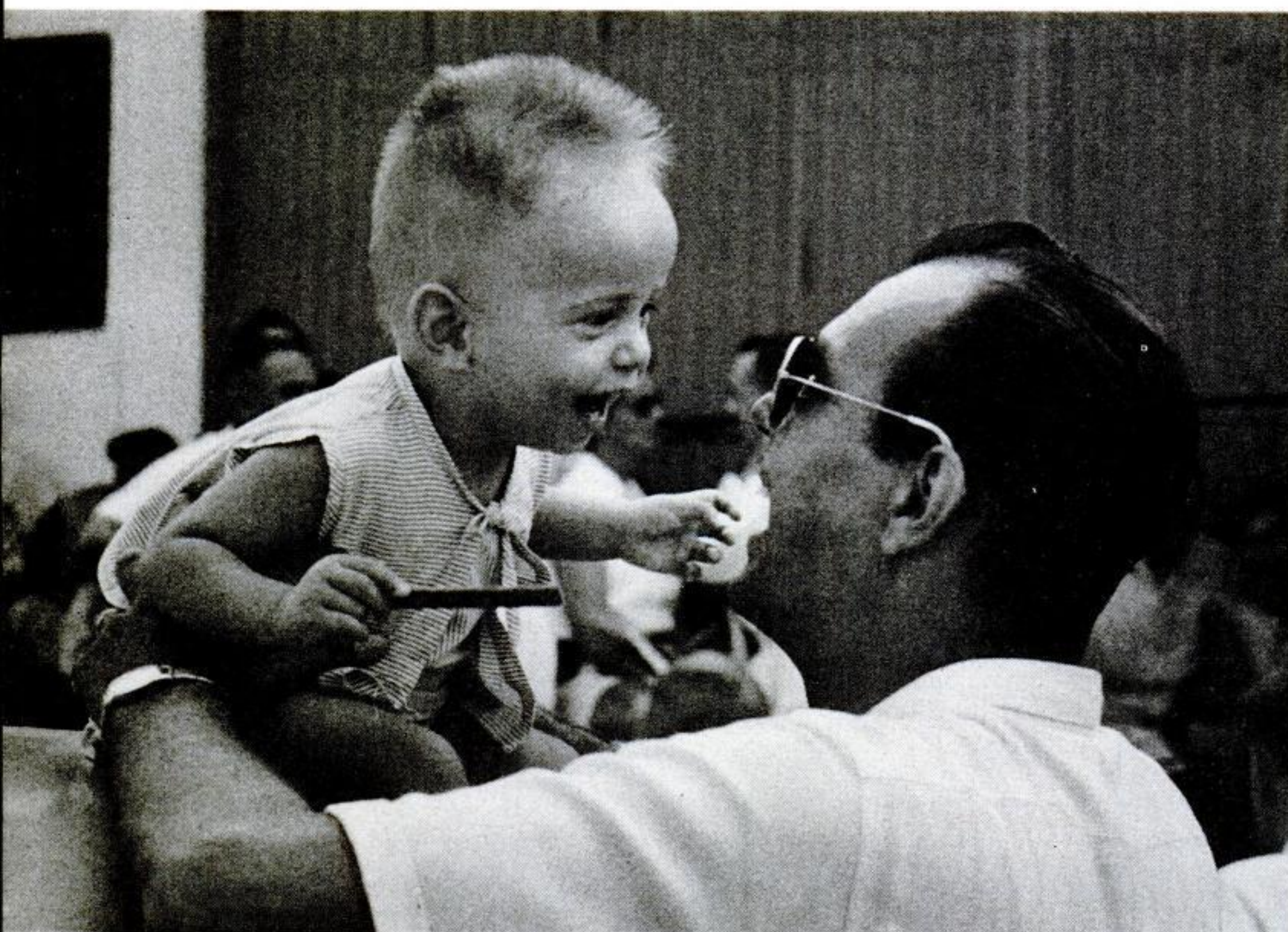
CITY _____ ZONE _____ STATE _____

NOTE: If you wish to enroll through an authorized RCA VICTOR dealer, please fill in here:

DEALER'S NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



CHEERING UP HIS SON, MARCEL, 16 MONTHS, DEPARTING CORNELIUS BERTSEH WAITS IN DJAKARTA

THE POIGNANT FIGURES OF A MODERN EXODUS



LOVING SCENE involves departing Dutch citizen and German boy friend who will stay.

In a stoic and yet immeasurably poignant exodus, thousands of Dutch nationals last month jammed piers and crowded departing ships in Tanjungpriok and other Indonesian ports. The lush and sprawling south Pacific nation had been their home. Many had been born there, and many were Eurasians of mixed Dutch and Indonesian lineage. Now they were bound for a wintry Holland they had never seen, where they might not have a job, or even a home.

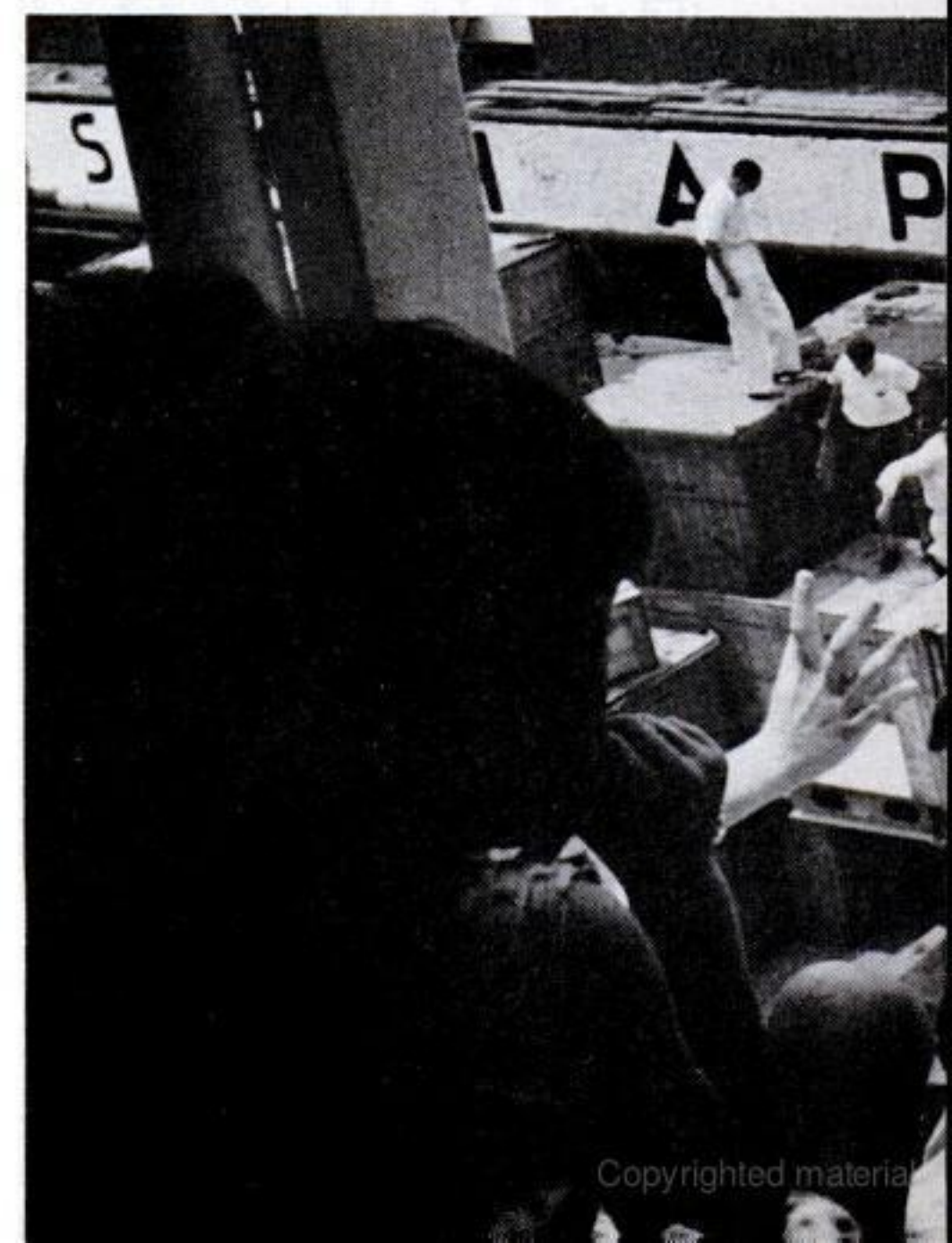
The Dutch were finished in Indonesia. They had first set foot there in 1596. They had ruled its 80 million people reasonably well, by the standards of their times, and prospered on the natural wealth. In 1949 the Dutch, needled by the U.S. and others who felt that people who wanted to be free should be free, agreed to Indonesian independence. All the while they protested that Indonesians were not ready for liberty. Nevertheless, the colonial administration was dissolved, while 46,000 Dutch nationals stayed on in connection with the management of \$1.5 billion worth of investments in Indonesia.

Early in December a chip-on-the-shoulder Indonesian demand for Netherlands New Guinea, which the Dutch hold and the Indonesians claim, came to a climax. When the U.N. upheld Dutch refusal to negotiate, the Indonesians retaliated by seizing Dutch properties and by ordering Dutch nationals out.

The result was a double tragedy—a human tragedy for the Dutch, torn from homes, and a political tragedy for the young Indonesian nation which, in the economic disruption following the anti-Dutch move, drifted from disorder to the edge of chaos.



IN A TRAGIC TABLEAU, evacuees wait on a Djakarta dock before boarding the *Captain Cook*, which





will transport them to Holland. They were part of a group of 18 women from a home for the aged south

of Djakarta. Most of them were widows of Dutchmen, had been born in Indonesia and had never

been out of the country before. "We are old ladies and we go to Holland because we must go," said one.



LAST GLIMPSE of Indonesia is caught by Dutch boy who hangs out of the *Captain Cook's* porthole.

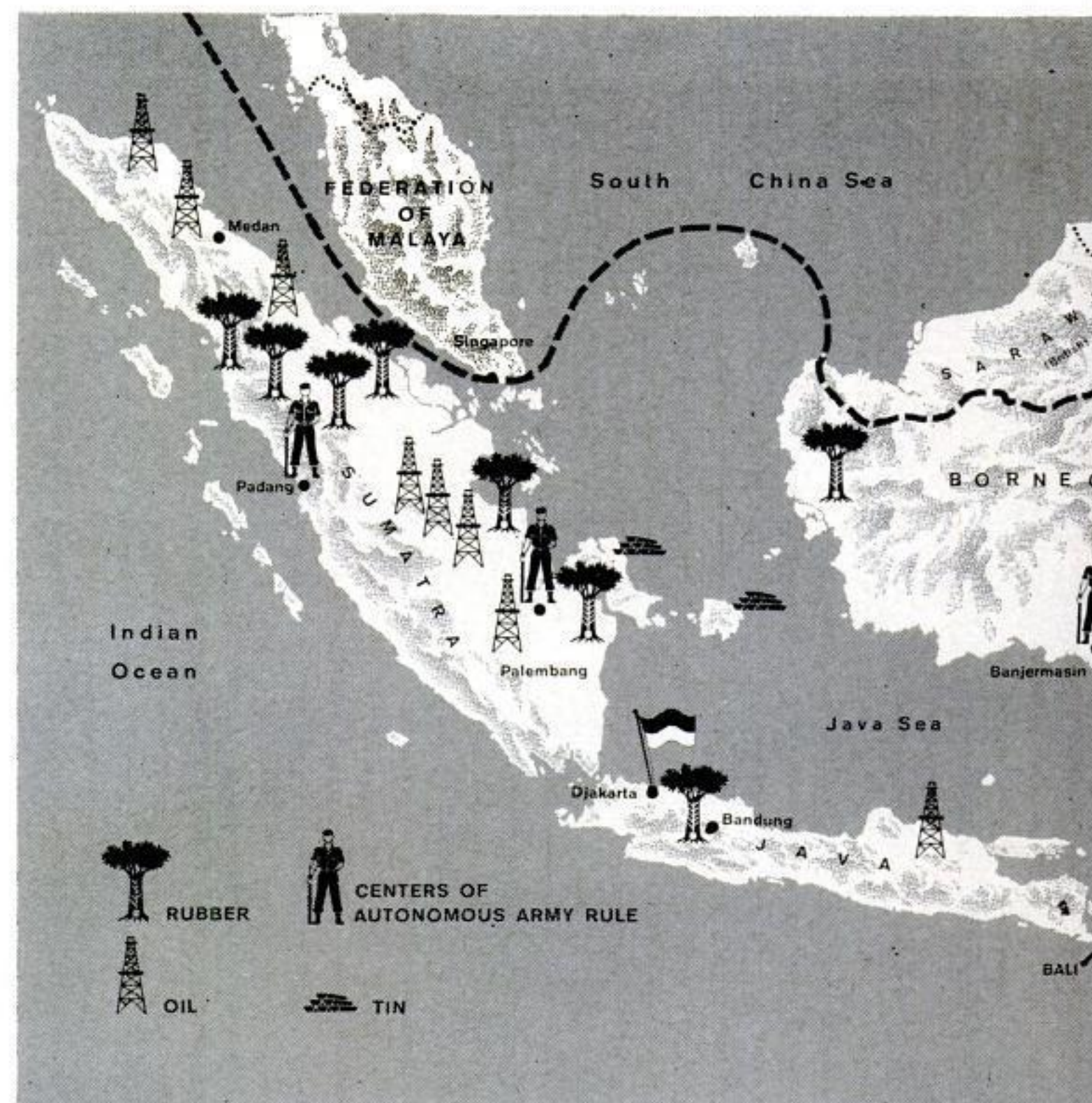
← **HUSBANDS REMAIN** on the dock as Dutch wives and children wave goodbye from the *Captain Cook*.



SIGNS OF TIMES include the strikers (above) at headquarters of K.P.M., big Dutch shipping firm, who wave victoriously after taking over company. Indonesian flag flies at left. Red flag at right signifies strike. Below: anti-Dutch slogan "Cook the Dutchman in Irian" is scrawled on the side of a Djakarta building.



Modern Exodus CONTINUED



ISLANDS OF INDONESIA stretch 3,000 miles across ocean (there are some 3,000). Nation's boundaries are indicated by broken line. Java is most populous

THE COST OF NATIONALISM FOR

The territory of Netherlands New Guinea (*map above*), which precipitated the Indonesian expropriation and expulsion, is 160,000 square miles of mountainous, savage-inhabited jungle on an island the Dutch divide with the Australians. The Dutch want it for prestige and because they think it is potentially valuable. The Indonesians, who call Netherlands New Guinea West Irian, want it for purely nationalistic reasons.

Critics of Indonesia saw little sense in the nation's demanding more territory when it could not control what it already had. For over a year the Indonesian islands of Sumatra, Borneo and the Celebes have assumed virtual autonomy. They have been run by dissident army officers who collect their own taxes and conduct their own foreign trade.

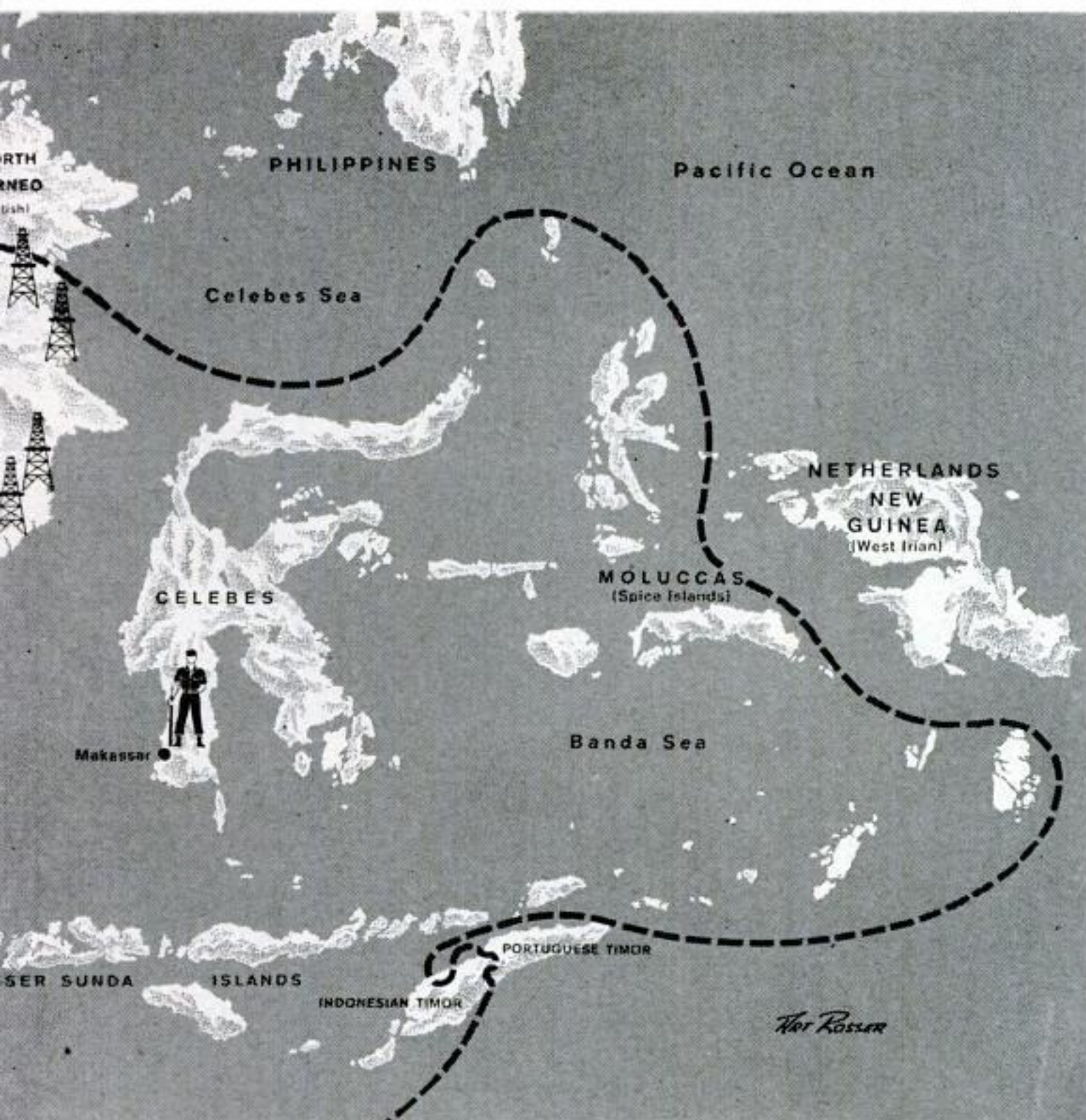
What remains of Indonesia's central authority in Djakarta has been in a mess. President Sukarno (*right*), the irresponsible idol of the Indonesian masses, had almost veered into the Red camp. He had drawn pronounced leftists into the government and into his own personal entourage.



ARMY LEADER is Major General Nasution. He ordered troops into battle readiness, possibly preventing the Reds from taking over key positions.



PREMIER Djuanda Kartawidjaja has strongly disapproved of rash actions against the Dutch. He cracked down on unauthorized seizure of property.



island, with two-thirds of all Indonesians. Sumatra is richest in resources. Chief exports are: 35% of world's rubber, 20% of its tin and 2% of its oil products.

A BRASH AND CHAOTIC COUNTRY

When they responded to the Sukarno-inspired agitation over Netherlands New Guinea early last month, Indonesian workers got out of hand and seized some Dutch properties themselves. To keep a semblance of order, the government took over the properties, but it could not prevent the swift dislocation of the economy. The shutdown of Dutch shipping hurt rice distribution, and scattered areas were threatened with famine. The price of rice doubled almost overnight. Unemployment zoomed.

Amid these troubles Sukarno planned to take a rest in India. He had been badly shaken by a hand-grenade attempt on his life. He left in charge apparently anti-Communist figures like Premier Djuanda and army chief of staff, Major General Nasution. The magnitude of their task was measured by an official who said, "We actually have two fights on our hands. First, there is the fight against the Dutch. Second, there is the fight against the Communists." Meanwhile, though Sukarno might be wanting to leave, some Dutchmen were cautiously staying on (*next pages*).



COMMUNIST BOSS D. N. Aidit waits for confusion to turn to chaos so he can reap benefits. In last general election Reds got 6 million votes.



POTENTIAL PRESIDENT, Dr. Mohammed Hatta, was vice president. Anti-Communist Moslem Hatta quit because of Sukarno's trend to the left.

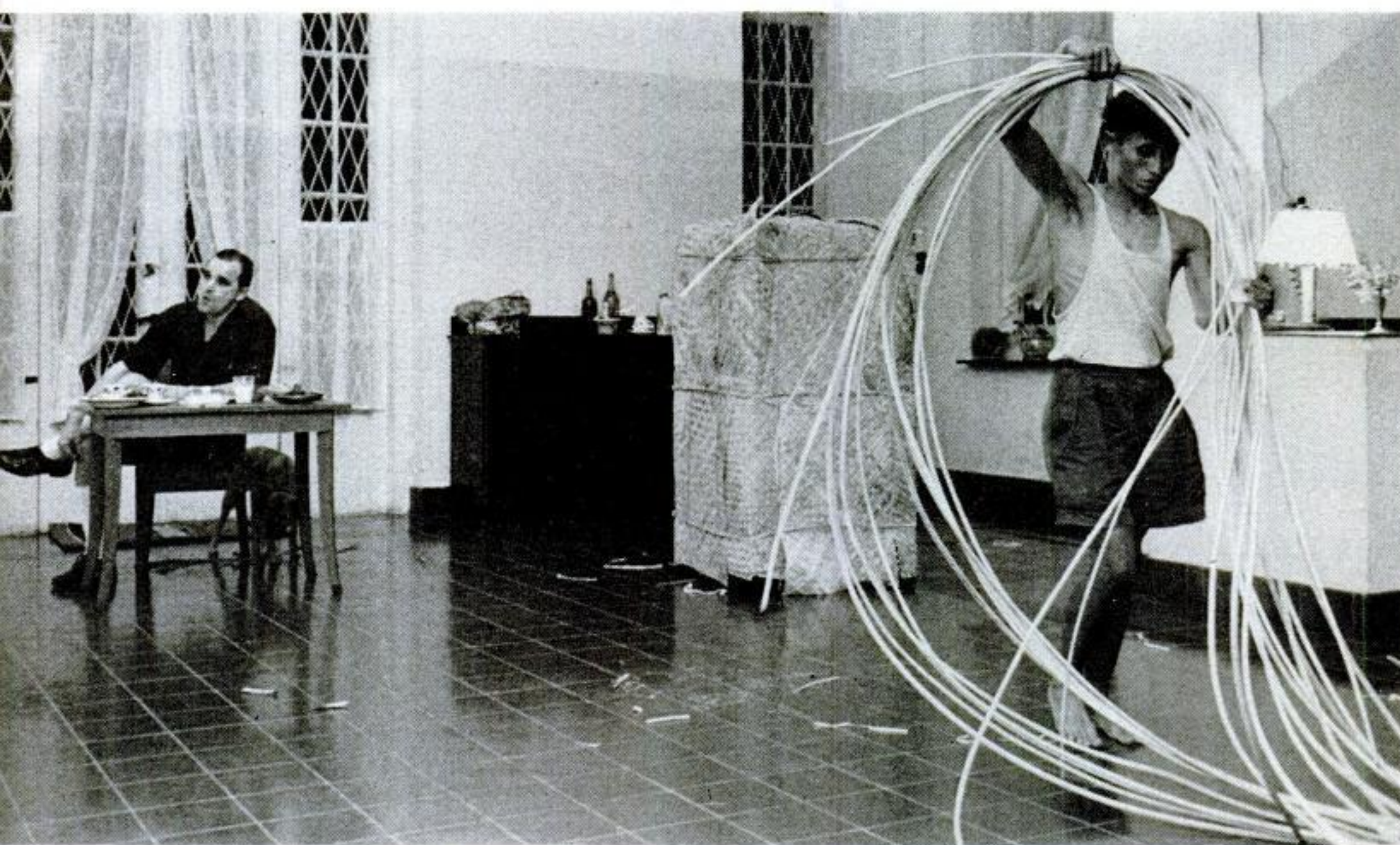


RASH LEADER of Indonesia, President Sukarno stands here with Jane Cole, UNESCO worker's daughter, at fashion show in Djakarta. A lifelong fighter for Indonesian independence, he has been the country's only president and is still, at 56, its most popular leader, though he has recently lost some political ground.



WORRIED MANAGER Hans de Lange views ashes of village on estate burned out by bandits during

crisis. "I am now 40. I told my wife I would like to stay until 50. I always thought I could manage it."



LONELY EXECUTIVE Bastien Langstraat broods over supper while packer selects rattan to bind

bales to send after his departed family. "We are no longer liked," he says. "It is better for us to go."



STAY-PUT PLANTER Bruno Keuchenius watches worker spading up lawn to plant tapioca. His wife

(left) decided garden must now grow food, for rice is scarce. As Indonesian citizen, he still owns farm.

Modern Exodus CONTINUED



SELECTIVE PACKER, Cees Dys considers son's fish kite, decides it cannot go, for it is too fragile.

TAG-ENDERS ON TRIAL IN NEW WAY OF LIFE

The Dutch who did not leave at once were oppressed by a dismal sense that, for them, a place and way of life were finished. With 8,000 countrymen already gone, the mood of the rest was, "All we want is to go home." Many were still held by shortage of shipping space, a sense of duty or, ironically, Indonesian classification as essential technicians. But even these felt the weight of a dispirited aimlessness.

Some, like Cees Dys (above), were only marking time. "We are leaving because we have a little self-respect. They write 'Murder the Dutch dogs' on our walls," he said.

Hans de Lange (left, above) arrived 10 years ago to revive a failing rubber and tea plantation. He made his first profit in 1955. Now, training his Chinese Indonesian staff to do his work, he believes Indonesia will call him back some day. "They will remember us as people of high morals. Who is going to replace us?" he asks. De Lange has never believed it was useful to learn to speak Indonesian, says that he is "respected" for speaking only Dutch.

A feeling that he must bring affairs of his stevedoring firm "up to the minute" keeps Bastien L. Langstraat (left, center) on in the empty house from which his family is gone. But he will not stay. "Young people in my position don't see any future here," he says. "You can't turn time back; it's finished."

A very few face the dilemma of Bruno Keuchenius (left, below) who was born in Indonesia and whose ancestors settled there 200 years ago. In 1952 Planter Keuchenius became an Indonesian citizen because "We love this land." Now, unsure what to do, he is distrusted by Dutch and scorned by Indonesians "because they can see only the color of our skins."

For some, like Frau Von den Akker (right), wife of an estate manager who has been told to stay at work, there are irritating complexities. The servants walked out, and now she must do her own housework. "This I do not like," she says. "I might as well be in Holland."

UNACCUSTOMED CHORE sends Frau Von den Akker to do laundry after her servants walked out. →





NEAR END OF COUNTDOWN tense test crew waiting inside the blockhouse watches TV screens 20 seconds before the Atlas missile is fired.

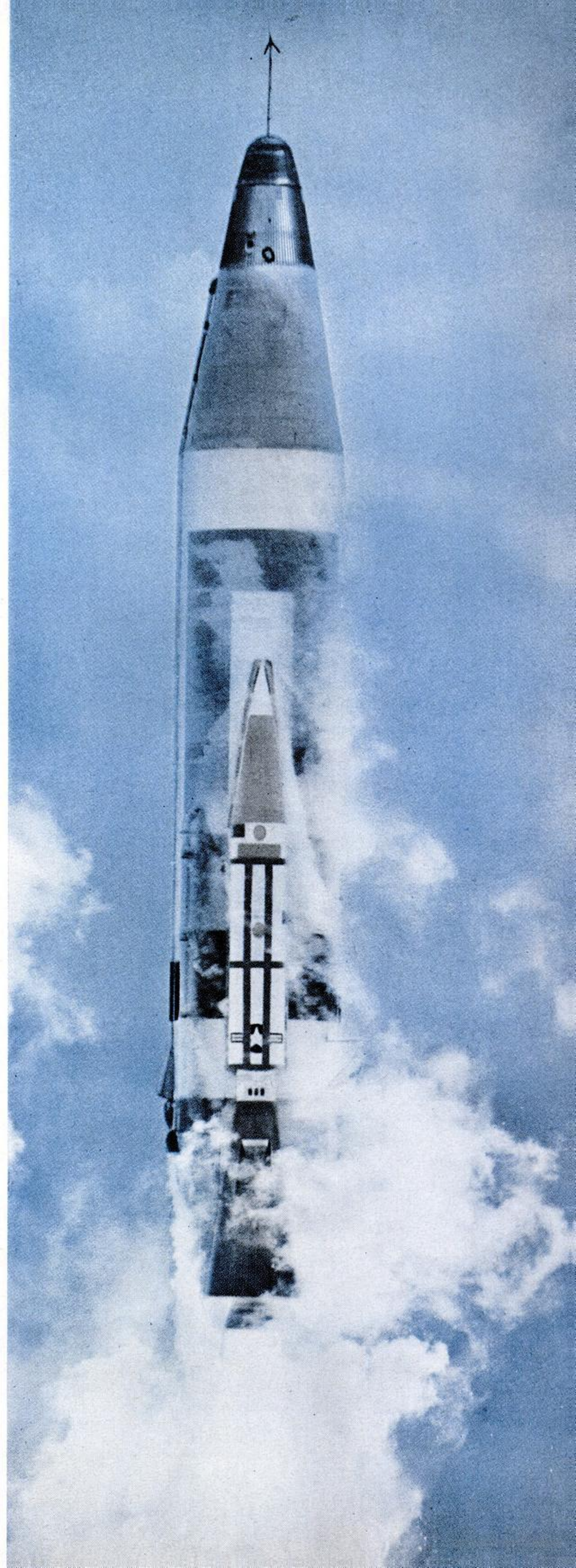
A SUCCESSFUL ICBM: THE BIG ONE GOES UP

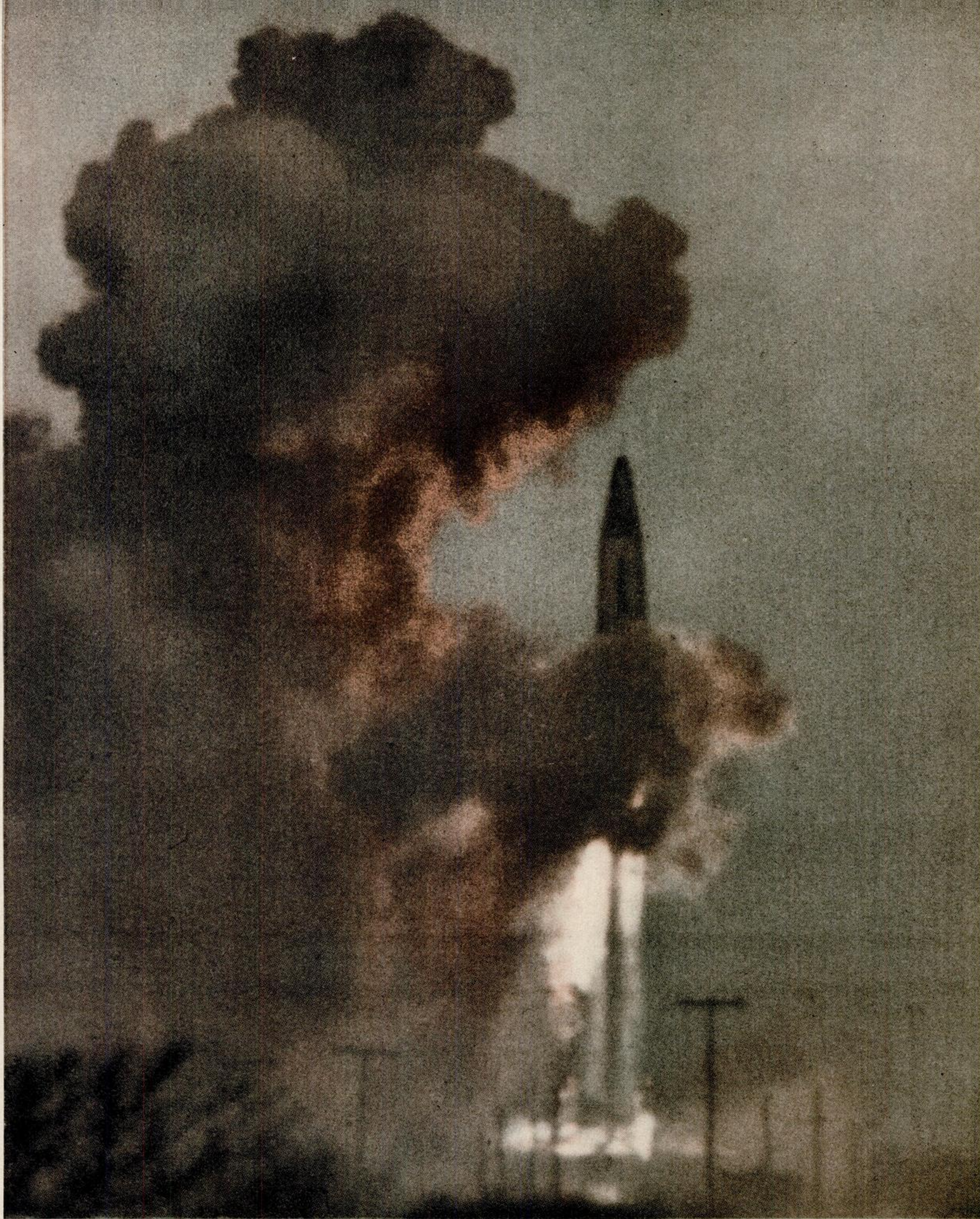
At Cape Canaveral, Fla. the U.S. got a holiday lift it really appreciated. After two failures the Atlas intercontinental ballistic missile made its first successful flight. As crowds watching from the nearest beach chanted "Go, go, go," and the test crew waited tensely in the blockhouse, the big missile rose into the air with a loud roar and headed out over the Atlantic test range. A hard-bitten missile man who watched bubbled over. "I never saw a more beautiful sight," he said. "The only word for it is majestic."

Though Atlas ICBM will eventually have a range of 5,000 miles, the Air Force and Convair, which makes the missile, sent this one only 600 miles to see what it would do. Last week, after electronic computers had digested the hundreds of thousands of bits of performance data which the missile had radioed back during its flight, word leaked out that the Atlas had surpassed all expectations.



JUST AFTER LAUNCHING, blockhouse crew relaxes happily. Standing in foreground is Tommy Zannes, Convair test conductor who fired missile.





← **AT MOMENT OF TAKE-OFF**, the Atlas gives off a cloud of frost as blast from the booster rocket attached to the side of the missile pushes it skyward. This picture, taken by Air Force inside launching area, shows missile against only patch of blue sky on murky day. Arrow on nose measures flight angle and speed.

RISING SLOWLY on twin flames from its boosters, Atlas is photographed from beach as it passes through a cloud of black smoke. Crew feared the smoke meant missile had misfired. But it came from a lubricating oil line which had harmlessly splashed some oil into missile's exhaust as the line fell free on launching.

'58 PRIORITY: HARDER WORK

A SHORT LIST OF SURE THINGS

As we steel ourselves in advance for the sudden political disclosure, the bewildering scientific advance and the rude economic awakening, it might be heartening to think of a few predictable surprises which the U.S. will meet in 1958.

A new wonder drug, called an irritant, will be invented to counter the effect of tranquilizers. Several wealthy farmers, anxious to work with their hands and get into a lower bracket, will retire to enter the advertising business. At least five publishers will predict individually that the 1,000-page novel they are currently exhibiting will be the last hard-cover book ever published. Elvis Presley will go into the Army; a more critical musical craze, called "sing 'em and stone 'em," will replace rock 'n' roll; some 50,000 U.S. teen-agers will shamefacedly admit that they have no problems. A Cadillac will swallow a Volkswagen. A bold scientist, encouraged by popular acceptance, will admit that he does not like golf. Isolated groups of Harvard alumni will call for more professionalism in college football. A commuter will declare himself completely satisfied with suburban train service in his locality. Moviegoers will be treated to a new kind of western, in which the hero has no psychological problems. There will be authenticated sightings of roughly 200 unidentified flying objects, of which the Pentagon will be able to disprove 210.

In the obituary of the boom on page 32 the most disturbing news is not that we are in for a little recession. It is that U.S. business and industrial productivity, which had increased not at all in 1956, increased hardly at all in 1957. A steady increase in productivity—it averaged over 3% annually from 1947 to 1956—is supposed to be part of the American way of life. We have been counting on it to support and explain our high wages and rising living standards. And here it has been stagnant for two whole years. That is certainly a suitable thought for anybody's consideration of New Year's resolutions. What can we do about it?

Productivity means *efficiency*—output per man hour. In recent years its steady rise has provided a kind of mattress for the wrestling match between big management and big labor. In 1948 General Motors gave Walter Reuther an annual automatic wage increase on the strength of it (called the "improvement factor") which became widely copied. Unlike the automatic cost-of-living increase, however, this productivity increase is not tied to a statistic; the union gets it whether it is earned or not. The theory has been that the obligatory raise forces management to cut costs continually with new plants and machinery in order to make any money at all. And in fact all the gains in industrial productivity for the last 10 years—some 26%—have been more than absorbed by real wage increases—some 30%—even though the economies were effected by investors and management rather than by labor.

This month Walter Reuther will "hammer out" his program of demands on the auto and aircraft industries for the 1958 negotiations. He has been talking about a lot more pay *and* a shorter (even a four-day) week. But this year the word "productivity" has vanished from his armory of arguments. Instead he will talk about more consumer purchasing power as a cure for recession and shorter hours to spread the work to the unemployed. Except for Richard Gray of the building trades, who actually proposed wage freezes at the recent A.F.L.-C.I.O. convention. George Meany and other labor bosses agree with Reuther's line of reasoning. They know that more and more economists think rising wages have been the No. 1 cause of rising prices (which were still rising last month). But as one A.F.L.-C.I.O. economist put it, "In a free economy, you get what you can get"—and with the arguments at hand.

Unlike 1957, which was a year of labor peace, 1958 will therefore probably see some nasty strikes. With employment falling, more managements than usual will wish to test the question whether wages can go on rising indefinitely regardless of business conditions, productivity, or the price level. If they do go on rising, we may even get the remarkable result of more inflation and more

unemployment simultaneously. That will indicate a "new economy" indeed, but one for which the word "free" seems inappropriate.

Nor will a shorter work week make it more sensible. Under present mores a shorter week is either a masked bid for earlier overtime or an invitation to more moonlighting—one man holding two jobs. The latter practice has already spread to 3.5 million individuals, most of them too tired to be efficient at either job. The public is also likely to get rather tired of the labor-management arguments now shaping up for 1958, which are largely over power. The public might be more interested in hearing about productivity and how we can get it rising again.

During the Marshall Plan, Americans were preaching the gospel of productivity all over Europe, where the term had been virtually unknown. The results were astonishing. Every European government is now highly productivity-conscious. Here are some typical increases in productivity reported for the first six months of 1957 compared to 1956: France, 3.5%; Austria, 8%; Italy, 4%; Holland and Denmark, 3%; Great Britain, 2%; Czechoslovakia and Poland, 5%; Soviet Union, 6%. Such has been Europe's trend at a time when the U.S. trend has been stagnant.

A little slack in the labor market may help get our trend started up again. Moreover, a lot of new and more efficient plants will be coming into fuller use this year and economists like Sumner Slichter see great savings to be made in better scheduling of work and control of materials. Union labor can help by making productivity its full-time concern, instead of an in-and-out argument for a raise. In 1958, with most prices still too high, productivity increases should precede and limit any new wage rise.

But this is not a question for workers only, except in the sense that all of us are workers. One remark of Walter Reuther's is worth heeding: speaking of hours, he said, "the politicians in Washington had better work longer hours providing leadership to America in this hour of crisis." Yes, and so should all of us who produce anything—harder hours, anyway, and more efficient hours.

The real productivity of the nation depends on how intelligently and fruitfully each of us spends his time. It will go up if there is less featherbedding in the building trades, fewer business leaders presenting scrolls and medals to each other at black-tie dinners, and less hacking around in the high school chem lab Friday afternoons. In this struggle of civilizations our side needs not only more missiles, but more of everything from political courage and scientific genius (which is "99% perspiration") to goods and services and poems and ideas. Every life and every job is involved in this struggle. The top resolution for 1958 on every American's list should be to get in there and work.



QUICK FROZEN
BY SWANSON

**When it bakes this juicy...with a crust this flaky...
it's a quick-frozen Swanson pie!**

It's a promise! You never baked a peach pie so perfectly delicious, every time! For this is peach pie made the special Swanson way. Full of the most luscious pink and gold peaches — quick-frozen inside that famous flaky-light Swanson pie crust when the fruit is ripe and juicy. That means all the juice is right there inside. No time for it to soak into the extra-crisp crust, even though no heavy thickening is ever used.

Pop some of these delicious pies in your oven — without defrosting — tomorrow. Everyone will enjoy the heady fragrance and delightful goodness of pie quick-frozen by Swanson . . . fresh-baked in your own kitchen by you.

Extra Swanson convenience! All four luscious kinds of Swanson individual pies, (apple, cherry, peach and blueberry) are packed in pairs. You can serve several kinds at one meal, so everyone gets his special favorite without extra work from you!

A PRODUCT OF *Campbell* SOUP COMPANY



Family Size . . . Individual Size.
Apple, cherry, blueberry, peach.

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FIRST FOR LOW COST—'58

FIRST with the



Extra-wide bodies . . . with 23% more load space than any other ½-ton pickups. Biggest load space in every weight class; ½-, ¾- and 1-ton.

Ford Ranchero—America's first work-and-play truck with a handsome new getup, and frisky new go for '58. The Ranchero's a husky worker that packs more payload than many standard pickups; yet it rides, handles and looks like a fine car.

FIRST—with buyers who count costs

Big fleet users who know truck costs best, buy more Ford Trucks than any other make! Here's why:

Fords are priced *low*. Their running costs are *low*, thanks to Ford's modern Short Stroke engine design. Ford's replacement parts are usually priced below those of other truck makers. And an independent study of over 10 million trucks has proved, for the 12th straight year, that Ford Trucks *last longer!*

Design is important to fleet buyers, too. The '58 Ford is modern *outside*, with stylish grille, modern dual headlights, smooth lines.

And modern *inside* . . . only Ford offers a modern Short Stroke in both Six and V-8.

Choose from *nine different* Ford Pick-ups for '58. Three body styles: new Style-side, conventional Flareside, and dashing new Ranchero. Four body lengths: 6 ft., 6½ ft., 8 ft., and 9 ft. Three tonnage ratings: half-ton, ¾-ton and one-ton.

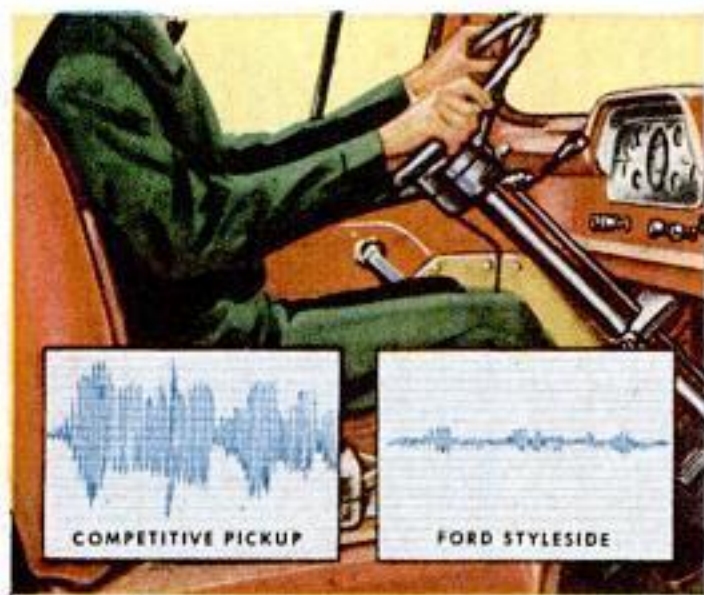


FORD PICKUPS

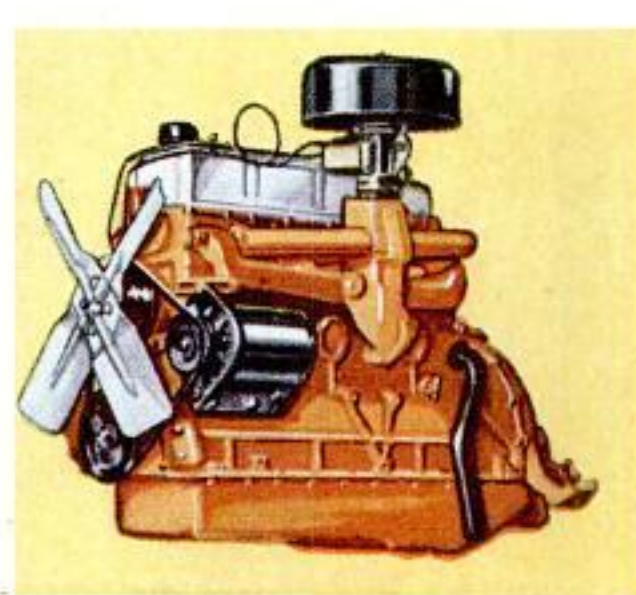
"Cost Less" features that count



Easier side-loading... plus smarter styling. Only Ford offers you a truly modern pickup body — and it's standard at no extra cost.



New easy ride... Impact-O-Graph tests have proved superiority of the Ford suspension system. It gives a ride mighty close to that of a car!



Most modern engines... Only Ford offers a choice of modern gas-saving Short Stroke Six or the extra power and go of a Short Stroke V-8.



Safest, most comfortable cabs... Driverized cab has inboard step, suspended pedals, Lifeguard steering wheel, double-grip door locks.

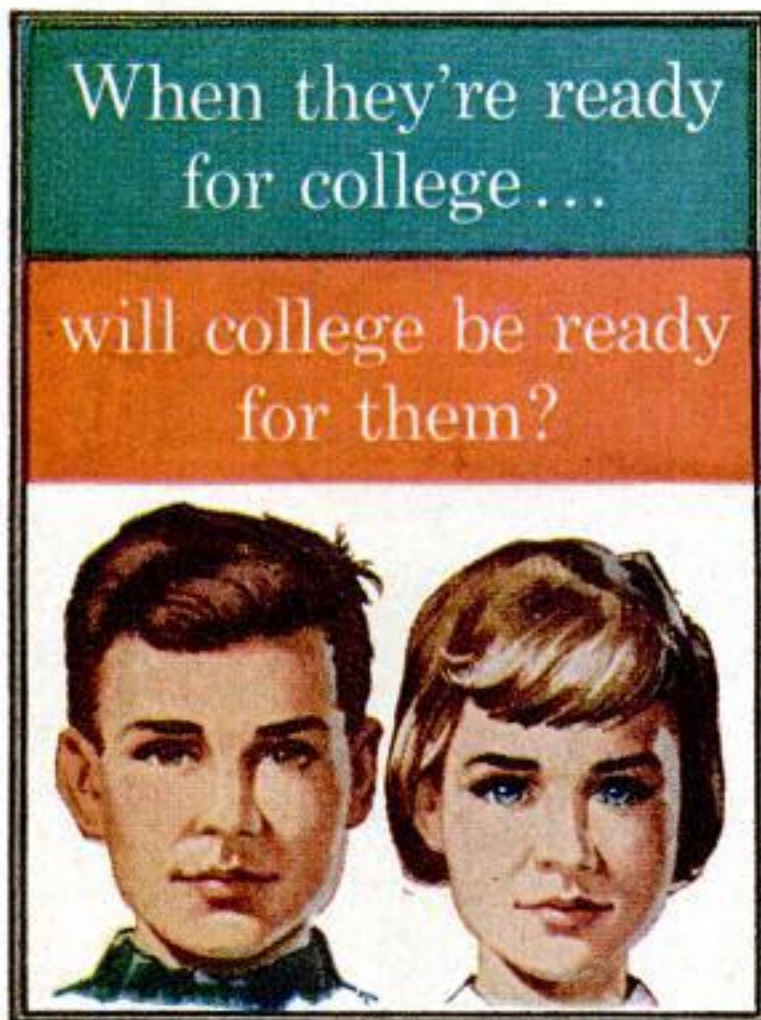
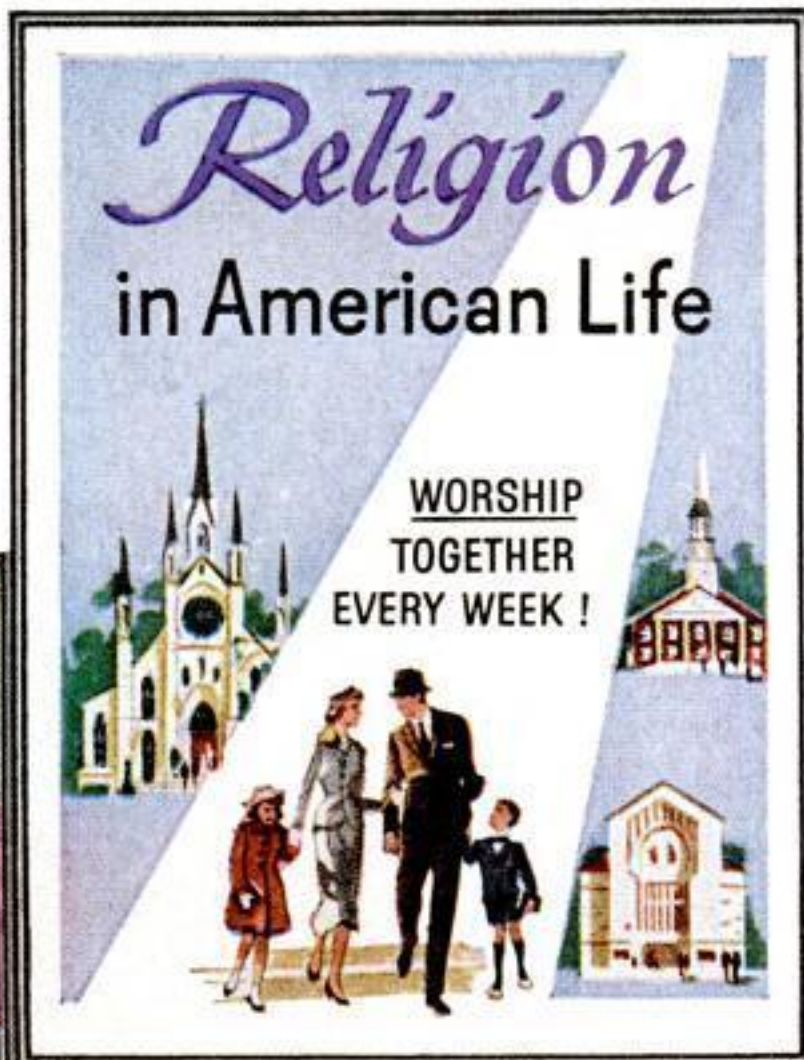
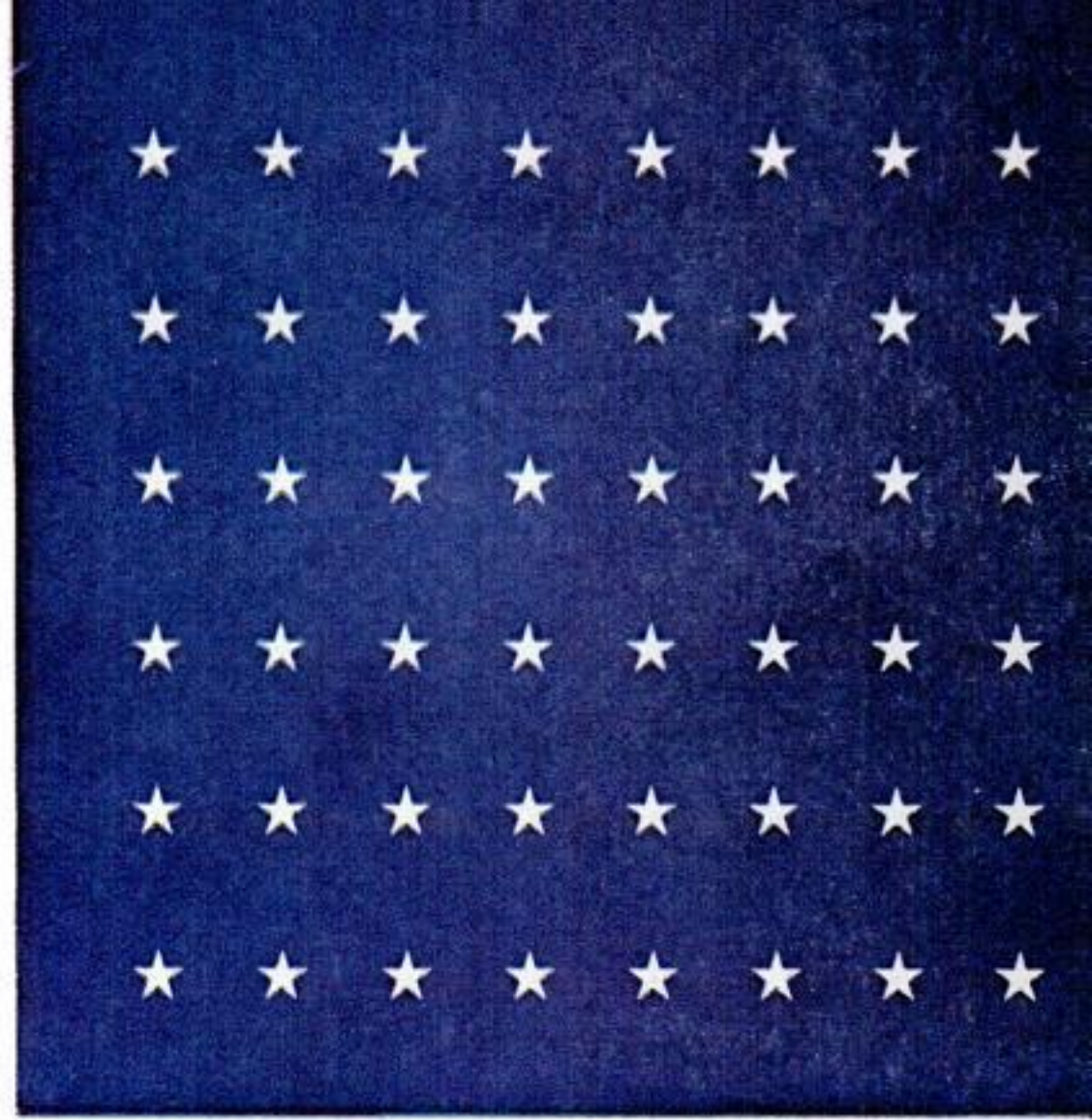


FIRST with the big fleets...

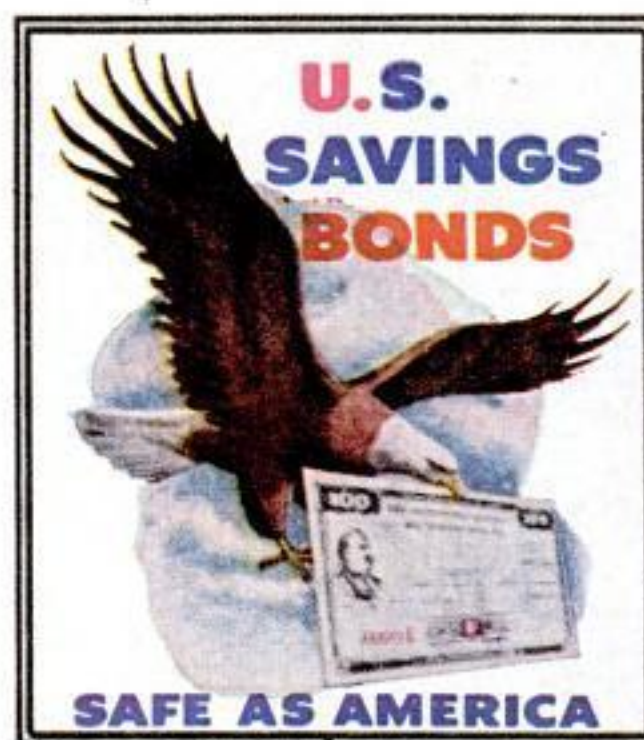
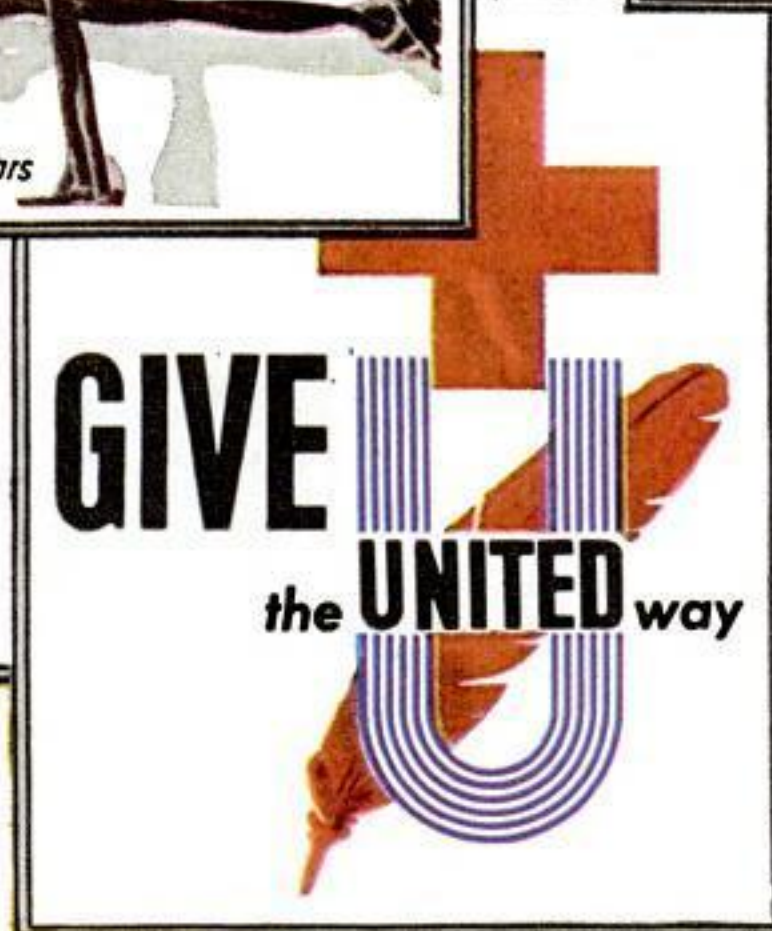
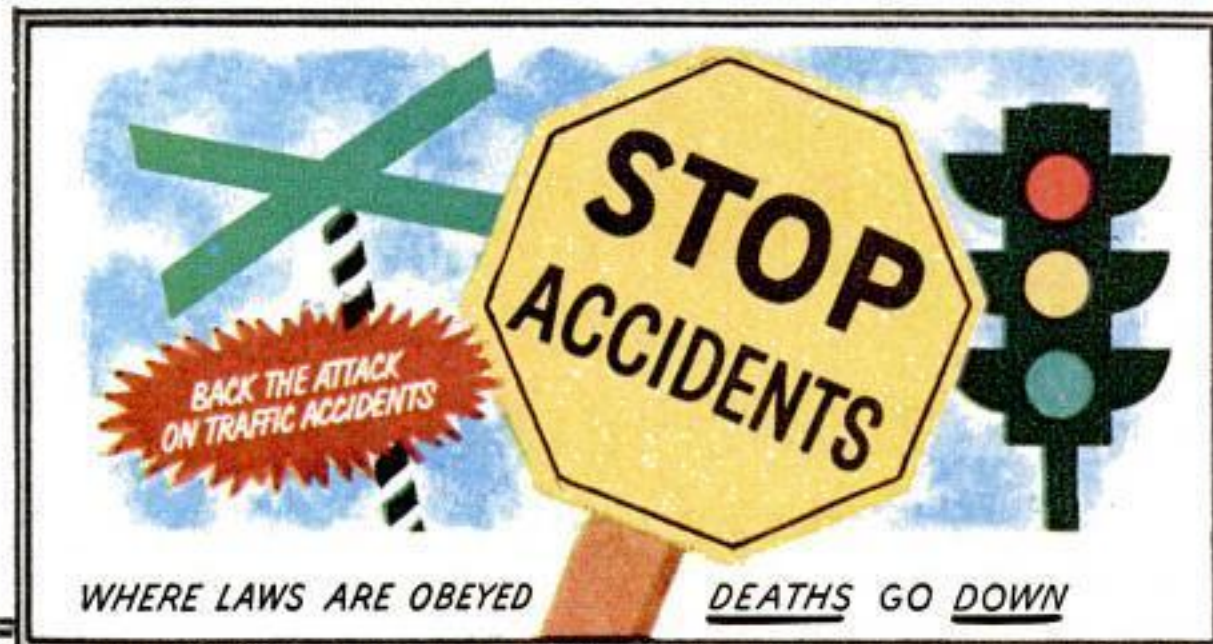
they buy more Ford Trucks than any other make

FORD TRUCKS COST LESS

LESS TO OWN... LESS TO RUN... LAST LONGER, TOO!



Miracle



Basic campaigns are on a continuing basis, but the resources available through The Advertising Council are often applied almost overnight to emergency situations, such as the Hungarian Emergency Relief campaign. Photo shows Hungarian escapees receiving packages supplied through American donations.

9 examples of a at Work

They said America would never work.

In 1789, the royalists said it would take a miracle. Today, the communists are singing the same old song.

Somehow, though, we keep chugging right along. Matter of fact, when you look at the rest of the world, we've done pretty well. Sometimes we wonder what it is that makes us tick.

Across from this page are nine reasons. Each stands for one of those public service campaigns you see almost everywhere you look or listen. A vast amount of time, effort, and money has gone into advertising like this.

It's done a world of good. It's helped cut down on the rate of highway accidents. It's helped fight forest fires. It's sold a lot of savings bonds. It's helped pave the way for higher education. Many other things.

Maybe you've wondered who pays for all this. In other countries, of course, you'd know. The government. Which,

in turn, means the people—through taxation.

Here at home, you might guess that the money comes from charities.

Not so. Private business pays for all this. Businessmen and women donate their efforts to producing these messages. Magazines like this one, newspapers, radio and TV stations, car card and outdoor poster companies give free time and space to keep you reminded of them.

Why? Because in this country, what benefits you benefits everyone.

The healthier you are, the safer you are, the stronger you are, the better informed you are—the better off the country is. So, what helps the country helps you, helps business, helps everyone, in this "People's Capitalism" of ours.

That's the miracle that makes America work... and keep on working.

The Advertising Council
...for public service



If you would like to know more about this work, this magazine suggests you write for a free booklet to The Advertising Council, 25 West 45th Street, New York 36, New York.

The space for this message is donated by this publication in cooperation with the Advertising Council.

Busy day?

Refresh with Milk —

Milk makes Energy!



**Milk gives you
a lift that lasts**

Get a glass of milk when you need a lift
that lasts. Milk is high in protein.
It's a powerhouse of energy.
Recharge—and carry on
refreshed, really refreshed,
lastingly refreshed.

**You never outgrow
your need for milk...
Drink 3 glasses every day**

Milk, the High-Protein Refresher

Some proteins are better than others.

Milk gives you best proteins,
complete proteins, the ones that
do the most for you. Proteins
help build strong bodies in youth,
rebuild sound bodies in adults.

We need proteins every day.

Milk is your dependable,
your handy, your economical
source of complete proteins.

Milk is a miracle food,
a marvelous drink. Enjoy it!

**AMERICAN DAIRY
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Representing the dairy
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See "The Perry Como
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Gargi



IN HAWAII'S TRIPLER ARMY HOSPITAL "SKIP" HOWARD, 13, FEEDS CHRISTMAS DINNER TO HIS FATHER, COMMANDER GUY HOWARD JR. AT RIGHT IS MRS. HOWARD

A FAMILY CHRISTMAS AFTER AN ORDEAL AT SEA

Four men of 23 aboard a Navy radar plane survive a crash and nine desperate hours in the Pacific

As people the world over sat down with seasonal rejoicing to their Christmas dinners, the young son of a Navy officer stood beside a hospital bed in Hawaii patiently—and thankfully—feeding a holiday meal to his father. Two days before, his father had narrowly survived a harrowing trial by water in the storm-whipped Pacific—an ordeal that had begun as a routine training flight for a little heard of but vital U.S. defense operation, the Pacific Barrier.

Pacific Barrier is the sea extension of the DEW line radar network. From Oahu a fleet of Super-Constellations, carrying tons of radar gear, fly long patrols over the Pacific as far north as Alaska, scanning the skies for hostile aircraft. In the first year and a half of Operation Barrier its pilots had racked up some 37,000 hours of flying time without incident.

Constellation 143197 set out on its flight two days before Christmas with a crew of 23. Commander Guy Howard Jr., executive officer of the squadron, was sitting in the copilot seat to give Commander Frederick Woodward a checkout that would qualify him as a plane commander. For five and a half hours Howard put Woodward through his paces. Then, as the *Connie* cruised only 1,500 feet up, Howard called for a new exercise: what would Woodward do if a fire broke out in the forward baggage compartment? Responding correctly, Woodward cut some electrical circuits.

But something went wrong. The plane began falling. "I thought it was a drill," Navigator Richard Rentschler later told LIFE Correspondent James Goode. "The next thing I noticed was water out the starboard window." Seconds later the plane hit the water, broke in two and caught fire.



EXECUTIVE OFFICER, Commander Guy Howard Jr., 41, skull fractured, is helped ashore in Hawaii.



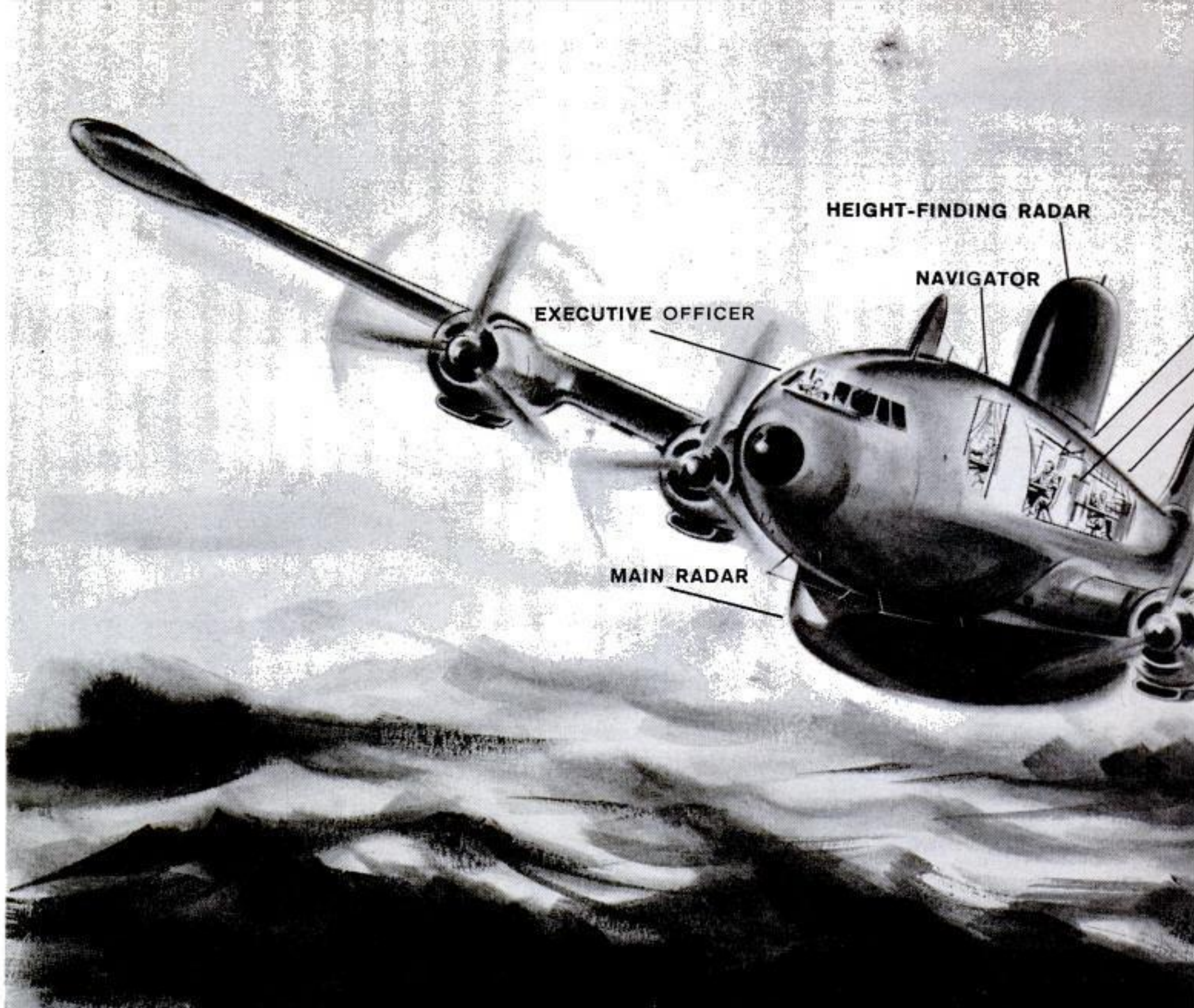
NAVIGATOR, Lieut. (j.g.) Richard Rentschler, 22, got minor cuts and bruises, was sick from sea water.



RADAR CONTROL OFFICER, Lieut. (j.g.) Thomas Kline, 25, got second- and third-degree burns.



RADIOMAN, Aviation Technician 3/C Franklin A. Henry Jr., 22, was least hurt. He survived 1956 ditch.



AT MOMENT OF IMPACT PLANE'S LEFT WING HIT WATER. CUTAWAY DRAWING SHOWS OFFICER WHO GOT

A LONG STRUGGLE, THEN REUNIONS FOR FOUR,

As the plane hit, Rentschler was hurled under the navigator's table and came out surrounded by flames. He pushed Radioman Franklin Henry Jr. through the escape hatch, then jumped free himself. Lieut. (j.g.) Thomas Kline, pinned under the radar console, was freed by another crewman. "I jumped through the fire," says Kline, "and swam under water 50 feet to avoid the flames." Commander Howard escaped from the cockpit.

How many others had survived the crash these four—Rentschler, Howard, Kline and Henry—could not be sure in the heavy seas. With life jackets, and clinging to pieces of floating debris, they began their long vigil.

Through efficiency and luck the rescue operation began quickly. A National Guard radarman had been tracking the plane and had a fix on its last location. The squadron duty officer, worried because the plane was unreported, although not yet overdue, alerted rescue units less than two hours after the crash. Two Marine crash boats sped toward the scene.

In the water three more survivors floated up: James Rush, Robert Clark and Charles Price. The three were already in bad shape. Henry remembers: "Price kept saying, 'Hold my feet, Henry, hold my feet,' so I held his feet so his head would lean on the Mae Wests around his neck. . . . We stayed that way three to five



SURVIVOR'S CHRISTMAS EVE finds Lieut. (j.g.) Richard Rentschler sitting in a wheelchair in the

lobby of Tripler U.S. Army Hospital, Honolulu, opening mail and a present brought to him by two friends.



RADIOMAN
ESCAPE HATCH
RADAR CONTROL OFFICER

OUT COCKPIT AND THE THREE OTHERS WHO MADE IT THROUGH ESCAPE HATCH



HAPPY REUNION on Christmas Day finds Lieut. (j.g.) Thomas Kline opening gift from wife, Barbara, who wears mask to protect him from possible contagion.

SORROW FOR OTHERS

hours. . . . Price said, "Leave me go, Henry." "

Rush floated away as the waves grew rougher. "They'd suck you under and pop you back out," Henry says. "The water was about 70°, but a wind came up and we all felt so cold." All the men swallowed great quantities of salt water. Rentschler watched as Clark and Price drifted near. "Price was dead by then. Clark kept coughing. I told him to hang on. . . . A breaker came and that's the last I saw of him."

Then, after nine terrible hours, the Marine crash boats arrived to recover the four survivors and the bodies of Rush and Price. Back in Hawaii, a bleak Christmas came for the bereaved, although four families could be joyful.



NEWLY WIDOWED, Mrs. Paula Rush spends a lonely Christmas with 6-month-old daughter, Fara.

WITH SHOW OF BRAVERY for her children, Harriet Staff, widow of Robert Staff, hands out presents. →



THE PAGEANTRY AND PRODUCTS OF NATO

The allies reached some significant agreements but a tired Europe needs inspiration and leadership

THE NATO summit meeting, staged in Paris with all the colorful circumstance surrounding heads of state (*see following pages*), had ended. Last week the nations of the West—and the East as well—were trying to assess its meaning and its accomplishments against the pressing needs and fears of a new and perilous age.

Americans heard the conference reviewed and evaluated in an extraordinary side-by-side broadcast by President Eisenhower and Secretary of State Dulles. Implicit in the deliberations, said the President, had been the "pursuit of a just peace . . . the strengthening of our common security . . . our most effective deterrent to war." Despite the divisive special interests which inhibit total agreement among any group of allies, said Dulles, the conference had hewed steadfastly to the themes of common "unity, strength and flexibility."

In England, Prime Minister Harold Macmillan won a close vote of confidence in Commons on NATO's most substantive act. This was agreement, in principle, on the U.S. proposal to stockpile nuclear warheads in Europe and to turn over to consenting allies intermediate-range missiles to carry them.

No NATO nation pretended that the substance of the decisions had gone much beyond the key words "in principle." But all the diplomats who had come fearing that the conference might confirm the divisions among the allies left feeling pleased at the evidence of unity expressed in the conference's common statement of these principles: to pool and to increase the common fund of scientific knowledge; to strengthen the free world by economic cooperation; to consult and to conciliate policy differences among members; to bolster the common security; to seek the honorable reunification of Germany; and to explore realistic avenues toward disarmament with Russia.

Exploring the effects of these deliberations upon the attitudes and hopes of Europe, LIFE



DULLES SPEAKS on TV as President listens. It would take time, said Secretary, to install U.S. mis-

siles in Europe. If disarmament was achieved first, "obviously that agreement would take priority."

Foreign News Editor Gene Farmer, who attended the conference, balanced the things done and the challenges still to be met.

"A malaise had been racing through the blood stream of NATO," he cabled. "It was given impetus by the concatenation of European tiredness, Soviet Sputniks and loss of confidence in the Americans. No surgery took place in Paris. But therapy arrested the spread of the illness. If need for positive leadership on both sides of the Atlantic still remains, we have bought time to create it. And if diplomatic gears seem to be meshing toward a grander and riskier summit meeting—with the Russians—the West has also bought time to consider the risks and how to surmount them."

The possibility of new talks with the Kremlin—at foreign minister level, which NATO suggested and Russia rejected—is one Farmer found engaging much European attention.

"A summit meeting with the Russians is being mentioned everywhere in Europe. Here is the nub of the great risk that NATO runs: the risk that the peoples of NATO countries might suspect that their leaders were not doing all possible to relieve them of the awful financial and psychological burden of armaments, that there might be areas and methods of honorable accommodation with the Soviets that were not being explored. This is not the neutralism of the intellectual; it is the weariness of the spirit and a pathetic craving for light at the end of the tunnel."

More than anything else, Farmer found, the NATO countries need inspiration. "The challenge to American leadership as the last best hope still remains. President Eisenhower did resurrect the old personal mystique which endows him with a unique aura in the eyes of Europeans. He is still liberator of Europe—although Americans must remember, as a practical matter, that no European wants to be liberated again by Eisenhower or anybody else.

"These peoples are all tired, but not too tired to stand up and be counted against creeping paganism. But nobody in Europe is inspiring the Europeans to stand up and be counted. Because of that, and not just because of our bigness, the responsibility for leadership falls on America. We must produce it because nobody else is even about to do so.

"The Americans," Farmer wound up, "did not leave the NATO meeting empty-handed. Even if the NATO powers agreed to accept U.S. missiles only in principle, the words are there and the agreement is there. Europeans say that that is as far as you can go or indeed need to go in dispersal of American missiles that the Americans have not yet got."



THE PRESIDENT SPEAKS as Secretary Dulles listens. Eisenhower said, "To bring about easing of

tension, we believe that clear evidence of Communist integrity and sincerity—is all that is required."





THE CONFERENCE ASSEMBLED hears President Eisenhower speak. Around table to right of Eisenhower are Belgium's Spaak, NATO Secretary-General; Luxembourg's Premier Bech; Belgium's Premier Van Acker; Canada's Prime Minister

Diefenbaker; Denmark's Prime Minister Hansen; France's Premier Gaillard; Germany's Chancellor Adenauer (arm over back of chair); Greece's Premier Karamanlis; Iceland's Premier Jonasson; Italy's Premier Zoli; Luxembourg's Minister



PRESIDENT'S SPEECH at conference's opening session declared that "this is a time for greatness," called NATO's enemies "formidable but not irresistible."



BRITAIN'S TOP DELEGATE, Prime Minister Macmillan, shades eyes from TV lights. From left are Turkey's Menderes, Britain's Lloyd, Dulles, Anderson of U.S.



of Finance Werner; Netherlands' Prime Minister Drees; Norway's Premier Gerhardsen; Portugal's Minister of State Caetano; Turkey's Premier Menderes, Britain's Prime Minister Macmillan (next to Eisenhower). Behind Macmillan is

Dulles, seated between British Foreign Minister Lloyd and U.S. Treasury Secretary Anderson. Defense Secretary McElroy is next to Anderson. Advisers sit in outer rings around table. Press photographers are in balcony in the background.



OPENING ADDRESS is made by Joseph Bech, Premier of Luxembourg, this year's honorary president of NATO, who presided at conference's first session.



TALK WITH FRANCE'S PREMIER, Félix Gaillard, gave President Eisenhower a chance to discuss French troubles in Algeria before NATO sessions began.

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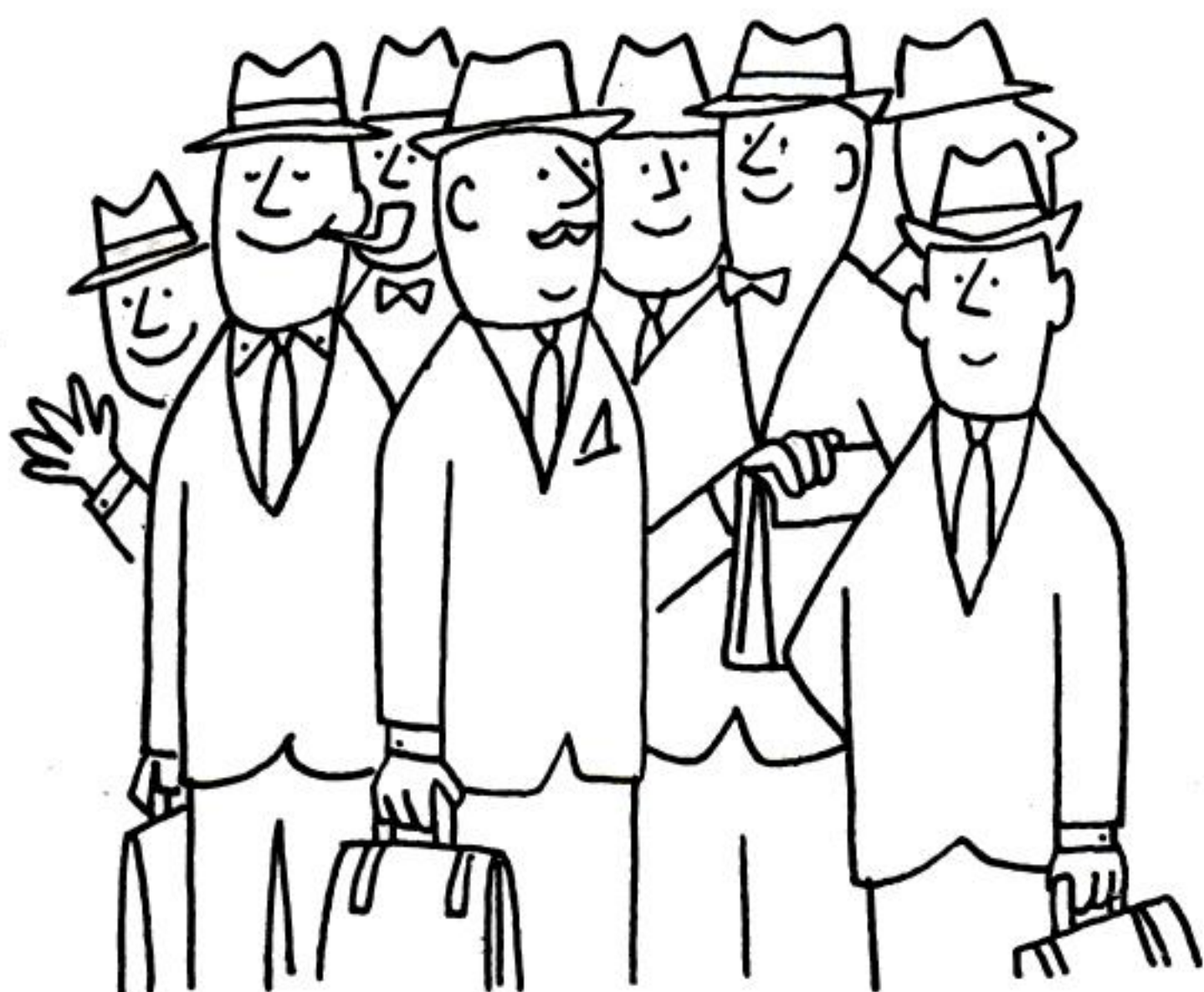


AT NATO BANQUET Eisenhower, wearing French Legion of Honor, acknowledges tribute of French President Coty (seated right of Eisenhower). From left are Macmillan, Diefenbaker, Le Troquer, president of French assembly, Spaak, Coty's daughter, Mme. Egloff. To right of Coty are Bech, Van Acker.

HEADS OF NATO DELEGATIONS sit (below) for formal portrait around compass symbol of NATO in the Palais de Chaillot. From left to right are Premier Van Acker, Prime Minister Diefenbaker, Prime Minister Hansen, Premier Gaillard, Chancellor Adenauer, Premier Karamanlis, Premier Jonasson, Pre-

mier Zoli, NATO Secretary-General Spaak, Premier Bech, honorary president of conference, Minister of Foreign Affairs Luns (sitting for Prime Minister Drees who returned home early), Premier Gerhardsen, Minister of State Caetano, Premier Menderes, Prime Minister Macmillan, President Eisenhower.





1.

Fred Jackson had insurance men in glorious profusion
But when he had a claim to make he ended in confusion.
And when he least expected them, the premium bills came due—
Such big, uneven lumps they were—his budget broke in two.



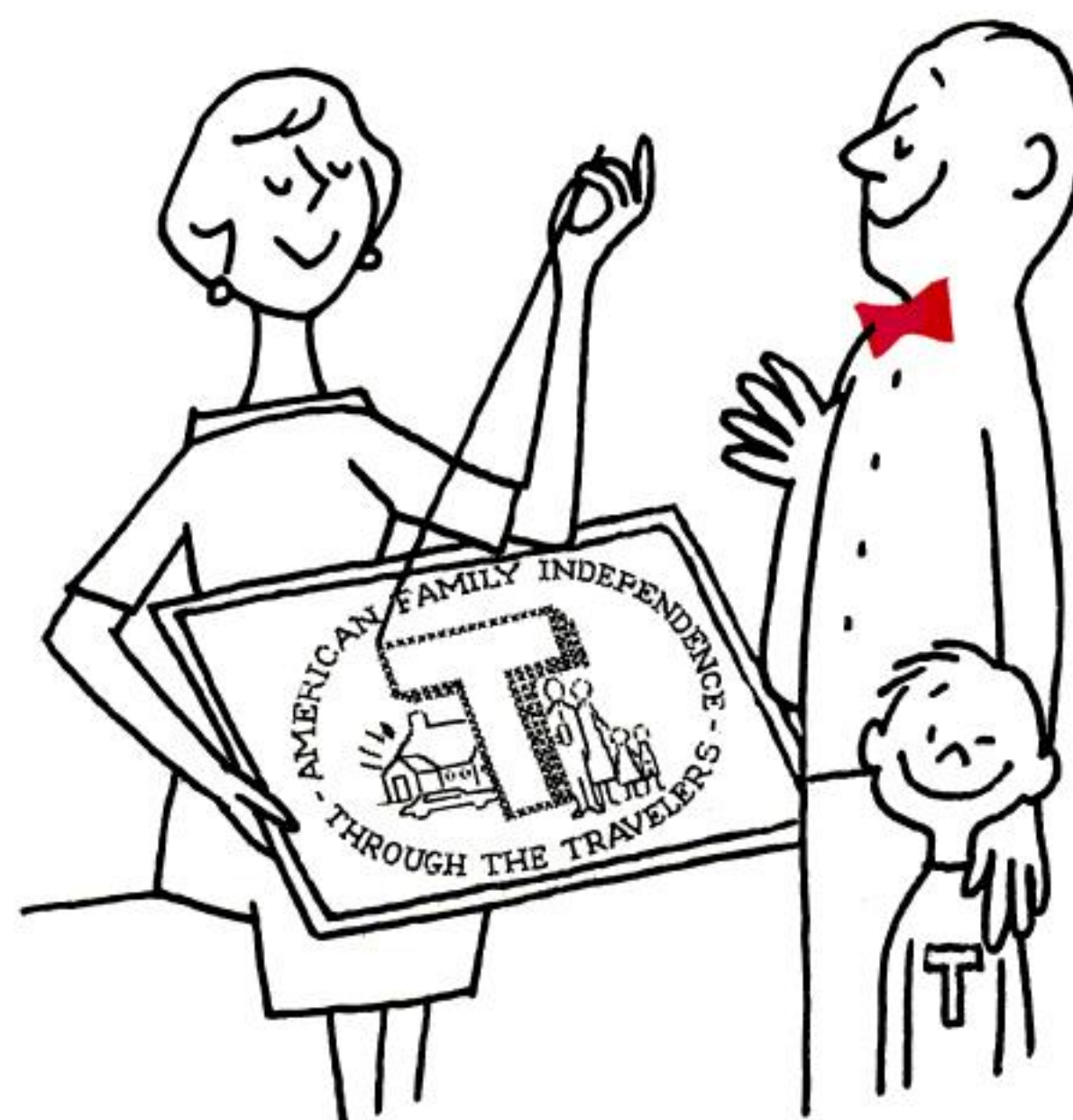
2.

And then one day his Travelers man, who wrote Fred's car insurance,
Said, "Why put up with all this fuss? It's quite beyond endurance.
The Travelers offers every kind—life, health, home, car—the works;
No overlapping policies—no gaps where danger lurks.



3.

"Besides the great convenience—and just one insurance man
The Travelers has a way to pay that's called the Budget Plan.
Pay *all* of your insurance—not in fits and starts and jumps—
But *monthly*, like your telephone—no budget-busting lumps."



4.

Now Fred is happy, worry-free—and so are Fred's descendants.
It's what The Travelers calls American Family Independence.
And only through The Travelers can you choose this kind of plan—
So if it sounds just right for you, then call your Travelers man.

You can protect your *whole* good way of life through

THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds

WHAT'S HAPPENED TO

Laws of economics catch up at last with nation

ON last July 21 a man whom we shall call Joe Blank played golf with three friends at his country club in New Jersey. Over a drink afterward the conversation turned to high finance. One member of the foursome was building a new restaurant out on the state highway. "I'll make a fortune out of it. And I'll sure never be able to buy the land or put up the building any cheaper than I can do it now." Another had invested heavily in stock of the Royal McBee Corporation, which makes typewriters and other office equipment. "I've ridden it up from 22 to 37 and there's no telling how much higher it can move." The third man was in rails. "They're way underpriced, and they've got to catch up with the rest of the market. I'm getting over 6% on my money and I'm going to make a big capital gain besides. . . . What do you like, Joe?"

Joe Blank acknowledged that he had never owned a piece of a business or a share of stock in his life and had all his money in insurance, a savings account and government savings bonds. His three friends shook their heads. What a fool a man was to work hard to make money and then just let it lie there, depreciating by the hour. A dollar worth 100¢ in 1940 was now worth only 50¢. By the time Joe was old enough to retire, he'd be lucky if a dollar bought a cup of coffee. "You've got to get into property and growth stocks, Joe. You've got to ride along with this inflation." But what if there was a crash, as in 1929? "There's not going to be a crash, Joe. The government's got this thing licked now. You think the Republicans would let business fall off with another election coming up next year?" Well, aside from business in general, why should anybody think New Jersey needed another roadside restaurant? "Good Lord, Joe, this country's growing by leaps and bounds. We haven't got enough of anything. Restaurant, filling station, bowling alley—you name it. How can it lose?"

Joe Blank had heard that kind of talk before. In fact he had been hearing it steadily for years. He had ignored it in 1949, when the Dow-Jones industrial stock average stood at 162, and again in 1953 when the average stood at 255. Now the average had jumped to over 500. His friends had made a lot more money owning stocks than he had made collecting 3% interest on a savings account and government savings bonds. In the meantime his own suburban town had doubled in size and all his friends in business had prospered beyond all expectations.

It is the constant drip that wears away the stone. The following Thursday Joe Blank read in his morning newspaper that the cost of living, as measured by the Bureau

of Labor Statistics consumer price index, had moved up in June by another $\frac{1}{2}$ of 1% to an all-time high. That afternoon he took most of his savings and bought some Royal McBee at 36, Southern Pacific at 46 and Santa Fe at 25. He also called up his golfing friend and arranged to buy a \$3,000 interest in the new restaurant.

In many ways Joe Blank is the most unfortunate of men. As of last week his stocks were down around 35%. His friend is suddenly very worried about the prospects of their new restaurant, which may be doomed to failure as it stands half finished at the side of the road.

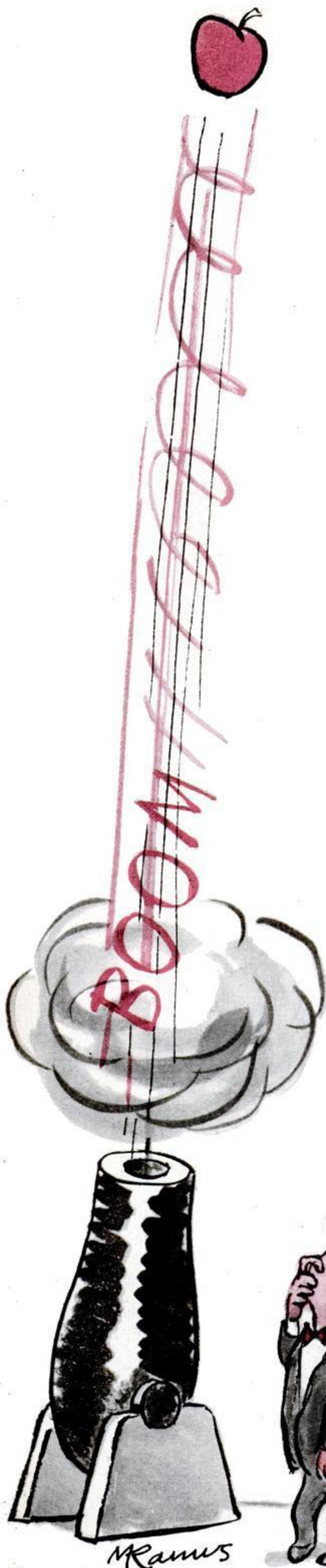
But Joe Blank is an important social phenomenon, well worth the attention of anyone who wants to understand what has happened to the U.S. economy in recent months. Joe Blank is the living embodiment of the business cycle—and the business cycle, although younger readers may never have heard of it and older readers may have thought it was repealed, is still an immutable law of economic life.

An economic turnabout

ECONOMICS, though not nearly so complicated a science as it is usually made to seem, is one of the most feared, despised and ignored of all subjects in school. Thus to most people the events of the last few months have come as a great surprise. Back in early October, everybody was talking about inflation. One magazine was out on the stands with the cover headline: "Will Prices Go Up Forever?" Newspapers were full of stories about the high cost of living and editorials on what the government should do about it. Then, just when it seemed that the lid was being blown right off, the financial news changed completely. The stock market, which had begun to slide in mid-July, suddenly plunged. By mid-October about \$60 billion in paper profits went down the drain. Next the Federal Reserve Board reported that October industrial production was down four points from the previous October. The New York Times estimated that there would be 4 million unemployed this winter, compared to the 3 million considered normal in a full economy because of seasonal moves and changeovers. Businessmen suddenly got so gloomy that President Eisenhower felt it necessary to give them a pep talk in a New York speech.

What had happened within such a brief time?

Many people blamed Sputnik, which shook our nation's confidence. Many blamed the Federal Reserve Board for its "tight money" policy. Now that interest



AS BOOM STARTS, MODEST BUSINESSMAN DRAWN BY RAMUS REACTS WITH INCREASING EXCITEMENT WHEN MONEY BEGINS

THE BUSINESS BOOM

that thought it had repealed them by ERNEST HAVEMANN

rates were up, it was just too difficult and expensive for manufacturers and consumers to borrow the money needed to keep building the new plants and buying their products. But neither of these was the real explanation. All that happened was this:

The boom, like every boom before it since the dawn of the industrial age, came to its natural and inevitable end. As one top government economist said: "The business cycle simply reached its peak and began to subside, and all the king's horses and all the king's men, not to mention all the economists, politicians, amateur tinkers and 'easy money' experts, could do absolutely nothing about it."

The boom was over, not only in the U.S. but all through the free world. Per Jacobsson, a Swedish banker who is managing director of the International Monetary Fund, pointed out that the nations that produce raw materials like copper, lead and rubber had been feeling the pinch for months. The Japanese, after an unprecedented boom, were caught in an economic squeeze. Stock prices and business sales alike were off in Britain, France, the Netherlands, Sweden and even Western Germany, which had made the greatest postwar industrial progress of all.

If all booms must end, why should the end of this one have come as such a surprise? For the answer, one must look to the peculiarities of human nature. An irony of business history is that every generation tries to repeal the laws of economics. Every generation confidently believes it has succeeded. Every generation then assumes an air of pathetic, open-mouthed bewilderment when it discovers it has failed. Mankind has learned to pass down from generation to generation a full knowledge of how to read, write, sail a boat, grow wheat and, more recently, make automobiles and split atoms. But the facts of economic life have to be rediscovered each time.

What will happen next? Although nobody likes to sound gloomy in public lest his remarks deepen the downswing, which is in large part psychological anyway, it would be dishonest to tell the reader that the question can be answered with any certainty. History shows that the business cycle has its hazards as well as its rewards. One boom of recent memory, that of the 1920s, ended in the most abject and prolonged misery. Other booms, like the one which accompanied World War I, have ended in only the smallest of readjustments. Nobody can tell in advance. Indeed, the business cycle has a way of making utter liars out of the people who hazard a guess. Many of the nation's most astute businessmen stated flatly in early 1930 that the Depression was over

and prosperity was just around the corner. Later on in the '30s, when things really got tough, practically all business seers threw up their hands and said the commercial frontier was closed, the nation stagnant and the bread line a permanent institution.

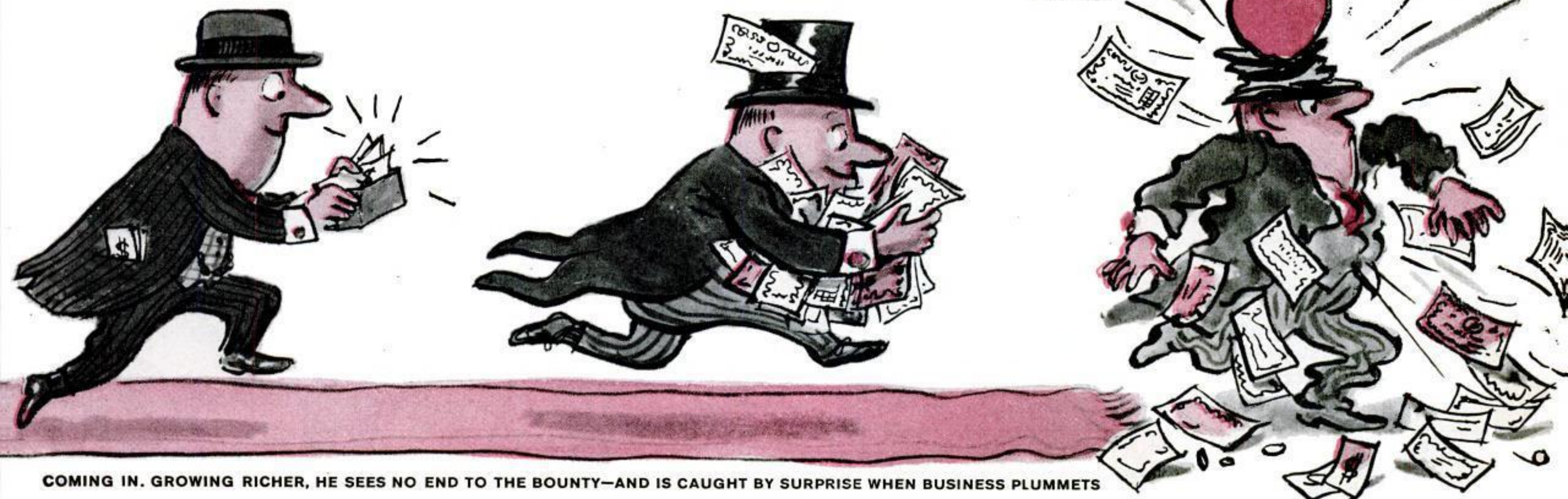
But without falling into the trap of economic prediction, one can state that most economists believe at this time that we hardly need fear anything like a 1930s-type downswing. Our economy, which exhibited such towering strength during and after World War II, is really no weaker for being in the downward swing of the pendulum, any more than the moon is smaller when new than when full. In the words of the President's personal economic assistant, Dr. Gabriel Hauge, our economy has "lots of muscle and resiliency."

It also has all sorts of cushions which did not exist in 1929. The average family has far more savings and is further protected by social security and unemployment insurance. A man temporarily laid off nowadays does not have to stop all except food purchases, as in the old days, and thus help throw his suppliers out of work. The high level of federal spending for military defense—surpassing by about \$36 billion a year anything the government did in the way of attempted pump priming with WPA and PWA during the Depression—is keeping a solid foundation under the economy. (Some economists believe, indeed, that this year's defense expenditures, which were raised because of the Soviet Sputnik, will get the boom going all over again.) A good deal more is known about gearing the money supply to business trends than was ever dreamed of in 1929. And it is doubtful that the recent boom reached such inflated proportions as to have to disappear in a bust.

Closing the bar

LET us listen for a moment to Harold X. Schreder, New York City economist for Group Securities, Inc., one of the oldest mutual stock funds. Schreder foresaw the downturn a good many months ago and promptly switched his company's holdings from volatile stocks like the steels and coppers into relatively swing-proof stocks like tobaccos and utilities. At the time some of his friends and customers thought he was crazy. Since the market slipped he has been quite a hero. "No question about it," says Schreder, "our economy was on a binge. Financially speaking, we all went to a party and got drunk. Fortunately the host closed the bar at 1 o'clock. So all we did was miss a gentle curve while

CONTINUED



COMING IN. GROWING RICHER, HE SEES NO END TO THE BOUNTY—AND IS CAUGHT BY SURPRISE WHEN BUSINESS PLUMMETS



HALTING ECONOMIC BINGE, Federal Reserve Board acted like bartender who closes up before trouble starts. As U.S. headed for inflationary bender, FRB cut off intoxicating cash supply to hold down morning-after distress.

WHAT'S HAPPENED CONTINUED

driving home. Now we've waked up in the hospital, but with no bones broken. We just need a good rest. No telling what would have happened if the bar had been left open till 3 o'clock."

When he speaks of closing the bar, Schreder refers to the Federal Reserve Board's recent monetary policies, of which he is a great admirer. But before we get into that, let us consider for a moment what actually causes the business cycle.

Like most economic phenomena, the business cycle is a simple matter of supply and demand. When business is good, it always tends to get too good. Everybody has money. There seems to be an unlimited demand for new houses, new autos, better food, television sets, hotel rooms, office space. To take advantage of this wonderful market, the businessman hires more workers at higher pay. This puts even more money into even more pockets. Prices start going up because everybody is willing to pay a little bit extra for what is available. To beat the price rise, consumers buy ahead as far as they can. If they lack the cash, they buy on credit. Demand shoots higher than ever. All the materials that things are made from are scarce—steel, copper, lumber, chemicals. The producers of these basic commodities expand their production capacity. But just building new factories takes still more steel, bricks, machines and electrical wiring. Supplies get tighter than ever.

The businessman, seeing that he can sell his goods at almost any price, will pay almost any price to get them. He will meet high wage demands. He will put up the most outrageous sums for new equipment. The boom seems to be going on forever. Prices shoot up like rockets. Fortunes are being made, and every businessman wants to get his share. So do the unions. So at last does the man like Joe Blank, who buys stocks that are already too high or helps build a restaurant alongside somebody else's restaurant. Why wait and be left out?

Then one fine day all the new plants and factories are finished. They need no more building materials, no more construction workers. To the extent that the boom has been sustained by a demand for these things, it now slacks off. Next day the new plants burst into production. Out to market pour thousands of new tons of steel, new barrels of chemicals, new tank cars of gasoline. But who needs them? When users who want 110 million tons of steel a year are scrambling to bid for an annual production of 105 million tons, it looks as if steel will be scarce forever. When the supply suddenly goes up to 113 million tons—and at the same time demand drops off as it did this year because a good deal of the steel had been going into new steel plants—the scramble ends and the glut begins.

This has been the history, only slightly simplified here, of every business boom. An apparently insatiable demand for goods starts everybody constructing new capacity for production until one day it is suddenly

discovered that the new capacity has not only caught up with demand but far outstripped it. Then business has a rough time of it until things get in balance again. Under an enduring law of economics, this happens every time. It will happen under a Democratic or a Republican or even a Prohibition party administration, and it will happen despite any tinkering that the government undertakes. It is nobody's fault and there is no way of avoiding it. Except for such unusually severe reactions as in the '30s, it is a small price to pay for the beautiful, delicate and efficient adjustment in which our infinitely complex economy usually ticks along.

The business upswing which has just ended lasted longer and did more things for more people than any other in recorded history. It began for the U.S. with the start of World War II and continued without any substantial interruption for 16 or 17 years. Only the "recessions" of 1949 and 1953, which most people never noticed, gave even momentary pause to the rise.

In 1939 the U.S. still had, as a legacy from the depths of the Depression, some eight million unemployed. Two years later, as production of war goods speeded up, unemployment was down to five million. By the end of 1943 the need for workers was so great that there were not enough of them to meet the demand. Housewives, schoolboys, oldsters, all were pressed into the labor force.

The end of the war found Americans with about \$90 billion in savings and a great itch to buy the nylons, trousers with cuffs, refrigerators, automobiles and houses that had been denied them in wartime. A few years later, just when all this pent-up demand was losing its upward push, along came the Korean war and its renewed demands for military equipment. Helping to raise the upward pressure all these years was the greatest consumer credit expansion ever known. The amount of money owed by U.S. citizens on time-payment purchases jumped from an abnormally low \$2.5 billion at the end of the war to \$28 billion at the end of 1955. This accounted for the sales of millions of automobiles, washing machines and various other products. Finally in 1955 enough U.S. businessmen were convinced that the boom was going on forever to start the greatest expansion of industrial capacity ever seen in peacetime—a \$34-billion-a-year program which kept going, not for just the 18 months that economists consider a long time for an industrial building boom but for fully 30 months.

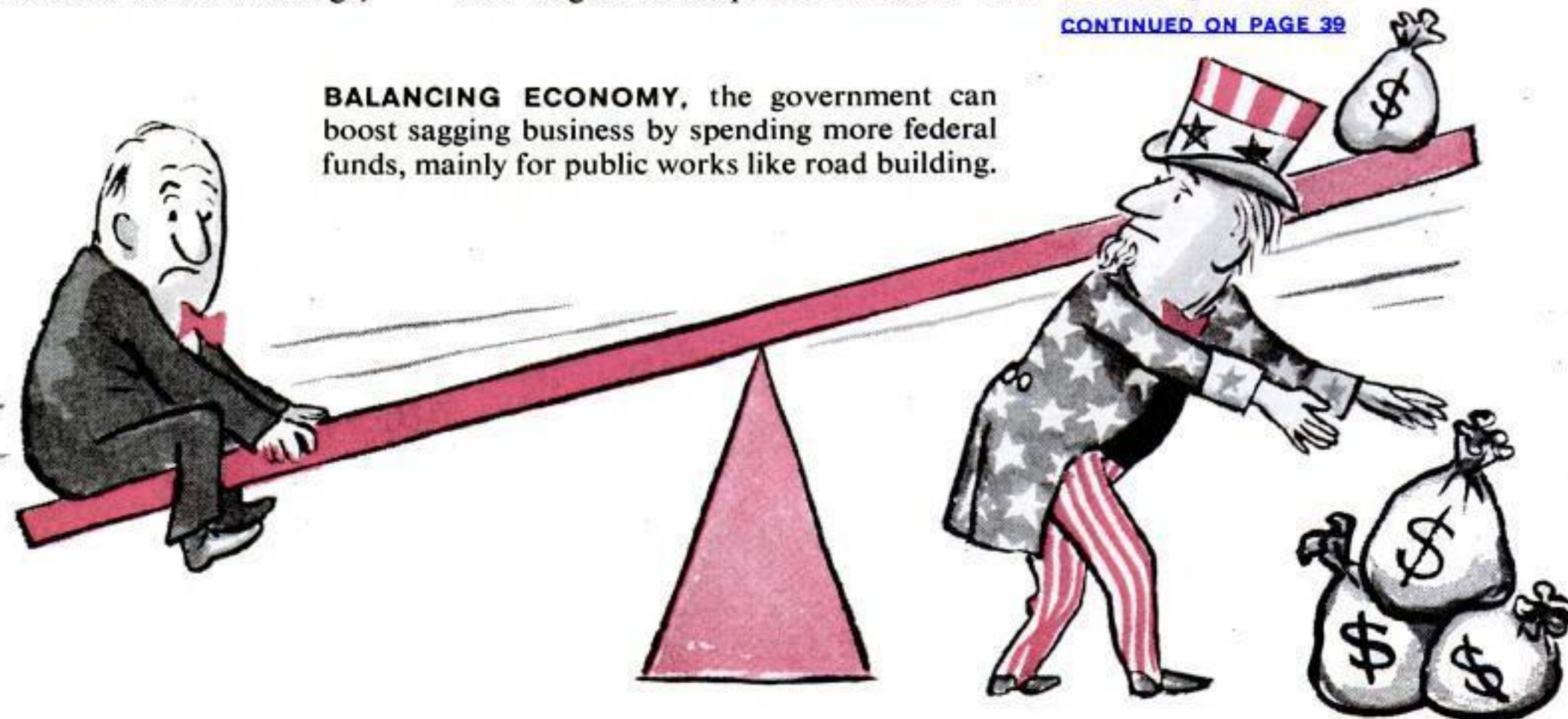
The economy kept right on shooting upward. To go back to Economist Schreder's figure of speech, it was in the delightful if hazardous position enjoyed by the life of the party who, long before the effects of one martini have had time to wear off, finds another one providentially floating by on a tray.

Along with an upswing of such proportions goes the inevitable price rise. The cost of living went straight up practically without interruption until it stood 92% higher at the end of the Korean war than in 1940. Then, to everybody's great delight, it leveled off. For more than three years, from 1952 to the spring of 1956, living costs stood almost stationary. The hope that springs eternal in the breast of economic man began to suspect a miracle. Had we finally managed to create



PRICE DROP results whenever supply exceeds the demand, as with post-Christmas neckties.

BALANCING ECONOMY, the government can boost sagging business by spending more federal funds, mainly for public works like road building.



[CONTINUED ON PAGE 39](#)



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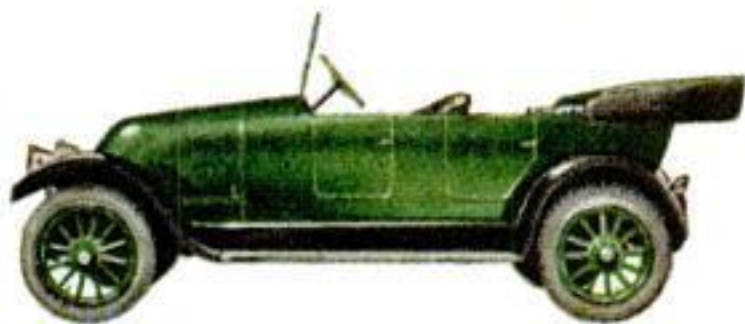
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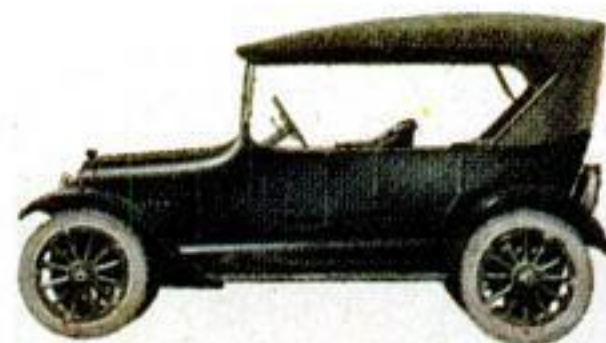
Again... one of the most remarkable votes of public confidence in the history of America



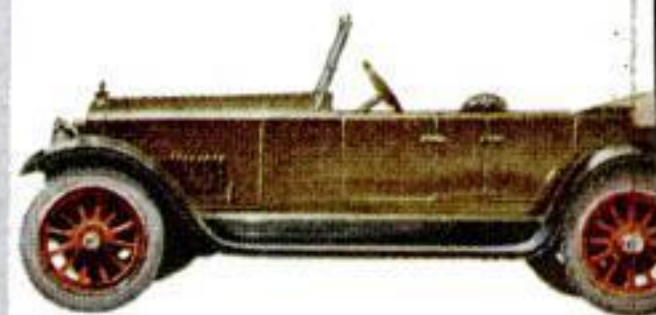
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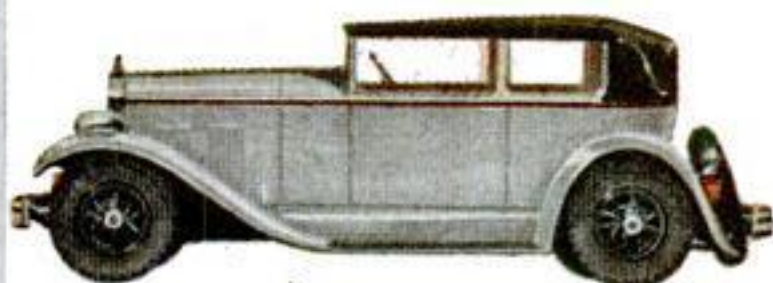
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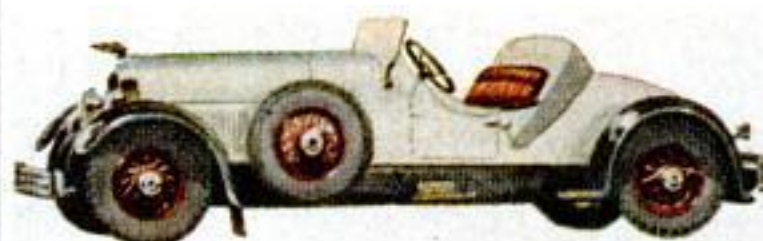
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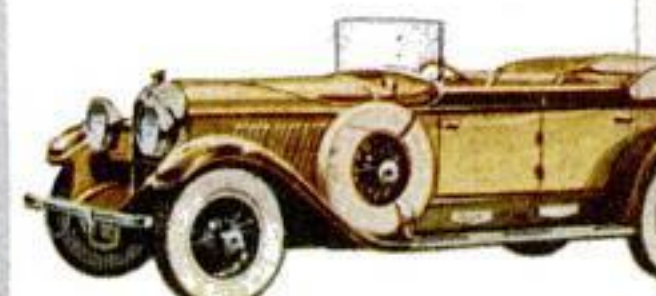
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1927



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1934



1935



1936



1937



1942



1943



1944



1945



1950



1951



1952



1953

Again in 1958...as in every single year for 43
MORE PEOPLE RIDE ON GOODYEAR TIRES THAN



Look for this nearby
Goodyear dealer sign
for better tire values
... better tire care
... convenient
credit terms.



Super-Cushion, T.M., The Goodyear Tire & Rubber Company, Akron, Ohio

an industry



1915



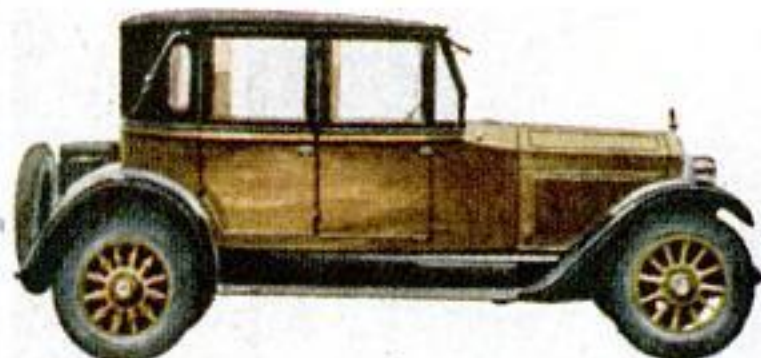
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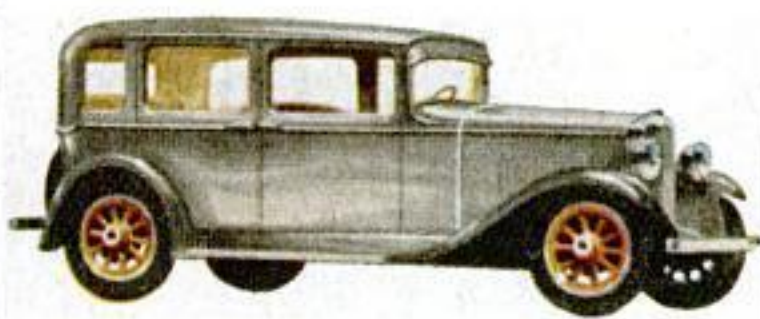
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1925



1930



1931



1932



1933



1938



1939



1940



1941



1946



1947



1948



1949



1954



1955



1956



1957

onsecutive years
ON ANY OTHER KIND

GOODYEAR

"Goodyear Theater" on TV—every other Monday, 9:30 P.M., E.S.T.

For 43 consecutive years, so many people have put their trust in one tire name, it must have something extra.

Goodyear's famous tubeless Custom Super-Cushion gives you greater protection from blowouts and punctures . . . while the Triple-Tempered 3-T Cord body and Twin-Grip Tread make riding smoother and safer . . . give you many more miles of wear.

It is just one more reason why Goodyear remains the world's leading manufacturer of tires. Goodyear, Akron 16, Ohio.





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The juicy flavors of Pineapple and Grapefruit are terrific together in this great DEL MONTE discovery! Youngsters, oldsters, in-betweensters—everybody's drinking it. And why not? It's so wonderfully dif-

ferent—so satisfying. And so good for you, too—every delicious drop is fortified with Vitamin C. DEL MONTE Pineapple-Grapefruit Drink—the most refreshing flavor combination your thirst has ever known!

WHAT'S HAPPENED CONTINUED

a boom without a penalty? Had we licked inflation at last, learned how to drive while drunk?

Alas, the laws of economics permit no exceptions. As we look back now, it is obvious that the lull in the price index from '53 to '56 was a freak but not a miracle. The index, which reflects the prices of many items, was stable only because two important components—food and housefurnishings—were going down while most of the others were still going up. Onward and upward went the price of houses and rents, a big item in everybody's budget. So did the cost of services: haircuts, shoe shines, laundry and television repairs. The only thing going down was the price of goods bought in stores. Partly this was the result of a post-Korean war decline in food prices. Partly it represented what one Bureau of Labor Statistics economist has called the "merchandising revolution." The years from 1952 to 1956 saw the rapid rise of the supermarket and the discount house. With a greatly increased volume per salesman, the retailer's mark-up dropped to an absolute minimum.

But once the retailers had done all they could to cut expenses, and once food prices turned up again, the cost of living quickly made up for lost time. From the middle of 1956 to September of 1957 the index jumped from 116 to 121. This unusually sharp, quick rise was what set off all last summer's grumbling about the high cost of living.

Yet even as the perils of inflation became the topic of the day, the boom was dying. The signs were everywhere. Starting in 1955 and 1956, the prices of once desperately scarce raw materials began dropping sharply. Then the new plants and factories began coming into production. As they did, the rate of industrial production as measured by an annual McGraw-Hill survey dropped from 92% of capacity at the end of 1955 to 82% of capacity near the end of 1957. The credit expansion grew as big as it could, then stopped growing. As *FORTUNE* magazine pointed out early in 1956, about 80% of all middle income U.S. families were already in debt and were spending an average of around 15% of their take-home pay on instalment payments. Obviously they could hardly borrow much more.

The signs multiplied. The stock market caught on. The secret was out. The law of supply and demand had scored another victory over mankind's recurrent hopes that this particular boom must surely be different—and over the theories of the "modern" economists who thought that a little bit of inflation might be a good thing.

Although the government cannot possibly repeal the business cycle, there are a number of things it can do to dampen the more violent swings. On the downswing, as has been said, it can and does provide social security payments to the unemployed. It can also cut taxes, thus adding to the amount of money and potential demand in the hands of business firms and individuals. At the same time it can increase its own spending. (Although economists disagree on many matters, they agree by an overwhelming majority that Federal road and post office building programs should be held in abeyance until needed during recessions.) By spending more than it takes in from taxes, the government can thus pump a lot of purchasing power into a flagging economy. On the upswings the government can raise taxes and cut its spending, thus reversing the process.

As logical as all this sounds in theory, it is not easy to find politicians willing to put it into practice. Emergency measures to relieve a recession are one thing, for any politician knows that an unemployed constituent is unlikely to be his staunchest supporter. Measures to hold a boom in check are quite another. To the average politician the thought of letting a budget surplus pile up is anathema. He can hardly wait to seize upon the opportunity it gives him to cut his constituents' taxes or build them a bridge, or both. In only five of all the boom years following the war did the government actually operate at a surplus. Part of the blame, of course, must go to unavoidable military expenditures, but a good part must go to human nature.

There is one special, nonpolitical, more or less independent agency of government which has its own peculiar power over the business cycle. This is the Federal Reserve Board, which is appointed by the President, is responsible



RIDING ON CREDIT, blithely writing out checks, a family can buy goods on instalment plan or through charge accounts and hardly ever handle cash. Consumer credit has risen 662% during the last 12 years.

only to the Congress and operates in such complex and esoteric ways that the Congress can hardly exercise any practical supervision at all. It is the Federal Reserve banking system which issues most U.S. currency. More important, in this era when a family with charge accounts and a checkbook can spend \$10,000 a year while never at any one time seeing as much as \$100 in cash, the Federal Reserve more or less controls the total amount of bank credit which exists at any given moment.

In highly oversimplified terms, the Federal Reserve System exercises its

controls in three ways: 1) It sets the discount rate, a phrase which has become rather famous in recent months. This rate, which is the interest the Federal Reserve banks charge for lending money to the commercial banks, determines how much interest the banks have to charge in turn to make a profit. 2) It regulates the amount of cash reserves which member banks have to keep on hand at all times. Right now the figure averages 16%. This means that member banks have to keep \$16 on hand for every \$100 of loans they have made. 3) It goes into the market from time to time and buys or sells government bonds. Through one of the most mystical of all the operations of high finance, a process suitable for discussion only in a graduate school seminar on economics, this directly, immediately and drastically changes the nation's credit supply. Every time the Federal Reserve buys bonds it adds to the credit supply. Every time it sells bonds it mops up some of the credit supply. And every move it makes in the bond market tends to be multiplied sixfold in its effect on the economy.

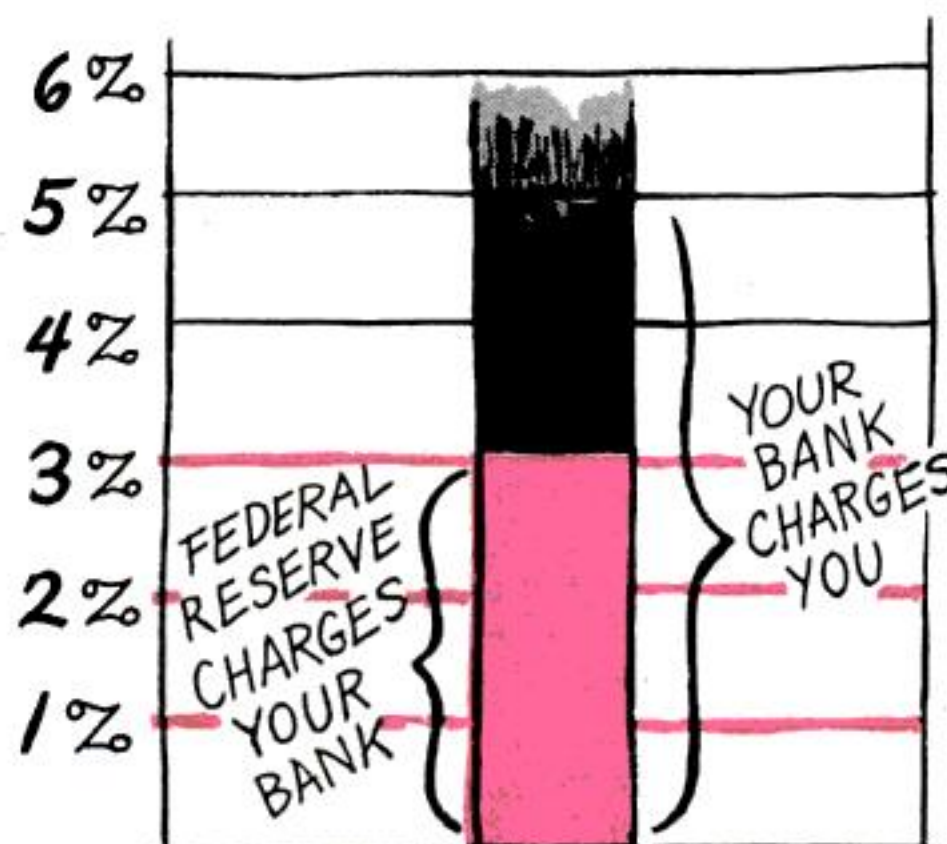
From the time the U.S. got into World War II until 1951, the Federal Reserve Board followed an "easy money" policy. During most of those years, the discount rate was set at a mere 1%. Moreover, the Federal Reserve stepped in to buy as many government bonds as necessary to keep them selling at par with an interest rate of no more than 2½%. The policy was undertaken at the request and indeed under the domination of the Treasury Department, and it was designed to help finance the government's huge wartime expenditures.

Unfortunately, this easy money policy was still urged by the Treasury Department after the war had ended, and in effect kept pumping more and more money and credit into the economy at a time when money was already plentiful and a tremendous boom was under way. In the first six years after the war the Truman administration's fiscal policies thus gave the U.S. the closest thing it has ever had to the kind of printing press inflation that ruined Germany after World War I. It was in these years that the greatest erosion of the dollar occurred, with the consumer price index leaping from 77 to 111. Had the policy been continued much longer, it would surely have provided all the fuel necessary to burn out the boom in a final blaze of devalued dollars.

Starting in 1951, however, the policy was gradually abandoned. Freed once again from Treasury Department domination and placed under a new, independent-minded chairman named William McChesney Martin Jr., the Federal Reserve quit buying such immense quantities of government bonds and instead let them find their own level in the market. Then, as the pressures of inflation kept mounting anyway with the continued business boom, it gradually raised the discount rate to 3½% (recently

reduced, after the end of the boom seemed apparent, to 3%). This is what has been known as the "tight money" policy, and it has made William McChesney Martin the villain of recent economic events to such persons as still believe that the federal government can and should turn the business cycle into a straight line moving forever upward.

Some of Martin's critics, like Chairman Wright Patman of the Joint Economic Committee of Congress, make it sound as if Martin singlehandedly boosted interest rates to the point where it was absolutely impossible for anybody to borrow even a dime for a cup of coffee, thus deliberately throttling business activity all the way down to the hamburger stand level. Actually all Martin did was end the deliberate tinkering of the pre-1951 years and let interest rates more or less find their own level in a free market place. Money has been tight recently, not because Martin decreed it so, but because everybody wanted to borrow



INTEREST RATE public pays when it borrows from a bank depends partly on discount rate the bank pays when it borrows from Federal Reserve.

Faster, easier RELIEF FOR ALL THESE COLD MISERIES

with pleasant new liquid!

- Open stuffed-up nose!
- Soothe raw, sore throat!
- Loosen phlegm, ease cough!
- Relieve headache, body pains!

TAKES THE PLACE OF



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3 oz.

No one-purpose remedy gives such thorough relief as NEW 4 WAY® LIQUID Cough and Cold Medication!

It's an easy-to-take liquid that's faster-acting! It's a combination of modern medicines that can relieve cold distress more thoroughly than any single-purpose remedy...better than cough syrups, nose drops, aspirin! It's new 4 WAY LIQUID Cough and Cold Medication—with exclusive Rynosec®!

Almost at once, 4 WAY LIQUID makes you feel better *all over*! Yes...being liquid, it's instantly ready to speed relief into your blood-stream, throughout your body! And it contains Rynosec® too. That's why new 4 WAY LIQUID brings more relief, faster relief of cold miseries! At all drug counters now! *Trademark

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The symptoms of Asian Flu are often very similar to those of the common cold—symptoms which 4 WAY LIQUID is specifically formulated to combat. However, the major danger signal is fever...running as high as 102 to 104 degrees. When such symptoms occur with fever...particularly among children under 3 or adults over 65...consult your physician.



TIGHT MONEY, shortage of cash in circulation, was encouraged by Federal Reserve as an anti-inflation step.

WHAT'S HAPPENED CONTINUED

at once—manufacturers to build more plants, consumers to buy more goods, cities to build more schools.

True, Martin could have made money "easier." He could have kept pouring phony dollars into the economy. This is what happened in the 1946-51 period. In Martin's opinion the result at that time was "to pour gasoline on the fires of inflation." In recent years, with the fires burning still higher, it would have been even more disastrous.

Like all forms of economic planning and government intervention, monetary policy has far less effect on the business cycle than people like Congressman Patman like to think. During the 1920s, when people were paying 6% and 8% interest rates, tight money did not stop the boom until the boom was ready to stop of its own accord. Conversely, easy money did not end the Depression of the '30s. In those days no businessman was eager to borrow money even for free, since there seemed to be practically nothing worthwhile to buy or build with it. Martin did not end the boom of 1940-57. He merely did his valiant best to keep it from getting out of hand before the natural workings of the business cycle ended it. He closed the bar at 1 o'clock instead of letting it stay open till 3, and thanks to his prudence the patient is still alive.

A business letdown, like a hangover, is always painful. It is perhaps most painful of all to the workman who gets laid off or finds himself working only part time. But it is also painful to the businessman who, if he expects to keep out of the bankruptcy courts, must rack his brain for ways to cut his costs and increase his efficiency and must think twice before he sinks any of his company's money into a new plant or his own money into a new restaurant. In a violent boom, ironically, it is sometimes the most thoughtless, reckless and inefficient businessman who makes the most money. The financial history of the last two decades is full of cases of men and firms who went head over heels into debt, built the most fantastically unlikely plants and stores on the unsoundest of budgets—and got rich because inflation was waving its golden wand over even the ugliest of investment pumpkins. After a while the recklessness began to rub off on even the most conservative of businessmen, who were apt to become a little giddy with the discovery that it was possible to make money without thinking.

Business never operates at peak efficiency at the height of a boom. The too old, too young and too feeble have been drawn into the labor force. Businessmen so careless and inefficient that they would go bankrupt in a month in normal times are prospering. A good many firms have forgotten that their business is production and instead are gambling on making money out of price rises. During 1956 the Bureau of Labor Statistics index of worker productivity, which had been rising about 3% a year due to technological advances in our factories, rose hardly at all. Industrial efficiency was at a standstill. Both labor and management will now have to get it moving up again, and the effort will doubtless involve a lot of sweat and no few tears.

During the next few months we shall undoubtedly hear a great many demands—from politicians, from labor leaders and from businessmen who have forgotten that a free economy must involve losses as well as profits—that the government "do something" about the letdown. The Democrats will doubtless blame the Eisenhower administration for letting the Federal Reserve Board make money too tight. (The board is responsible only to the Democratic Congress, and its Chairman Martin is himself a Democrat, appointed by Democrat Truman, but such details tend to get forgotten.) Politicians of both parties will come up with all kinds of panaceas, including everything

FREE SHINE CLOTH!



now in every carton **still only 25¢**

Get that "MILLION DOLLAR"



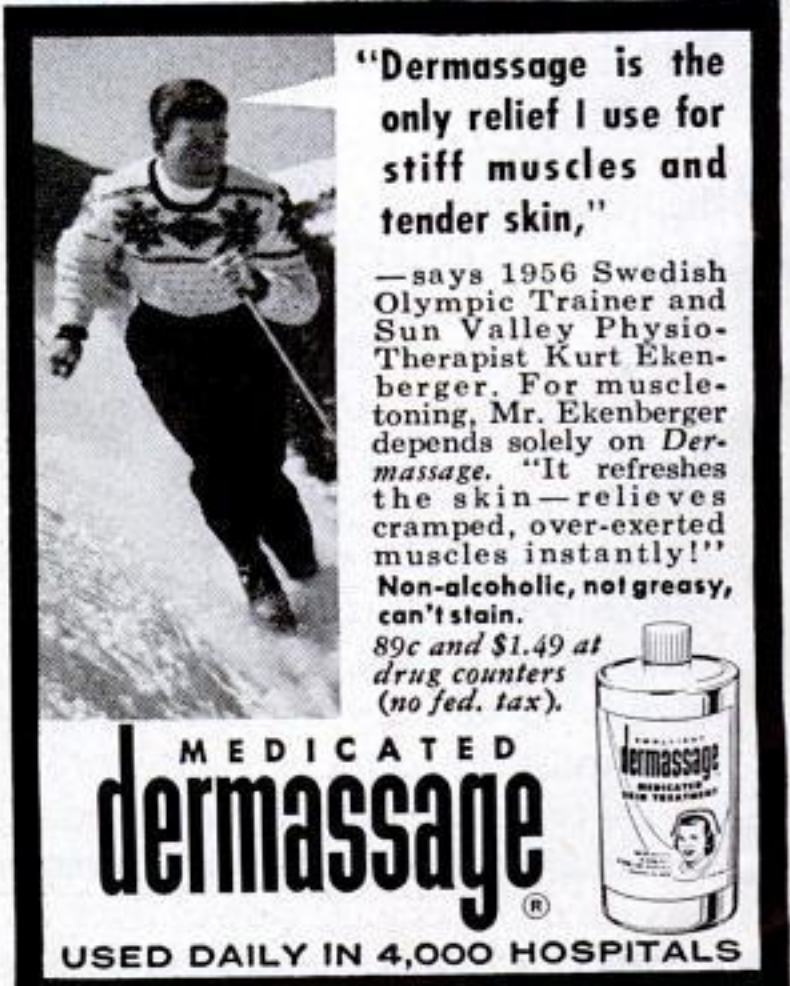
RID YOUR PROPERTY OF RATS AND MICE FOREVER with d-CON
Just follow simple directions
MONEY BACK GUARANTEE

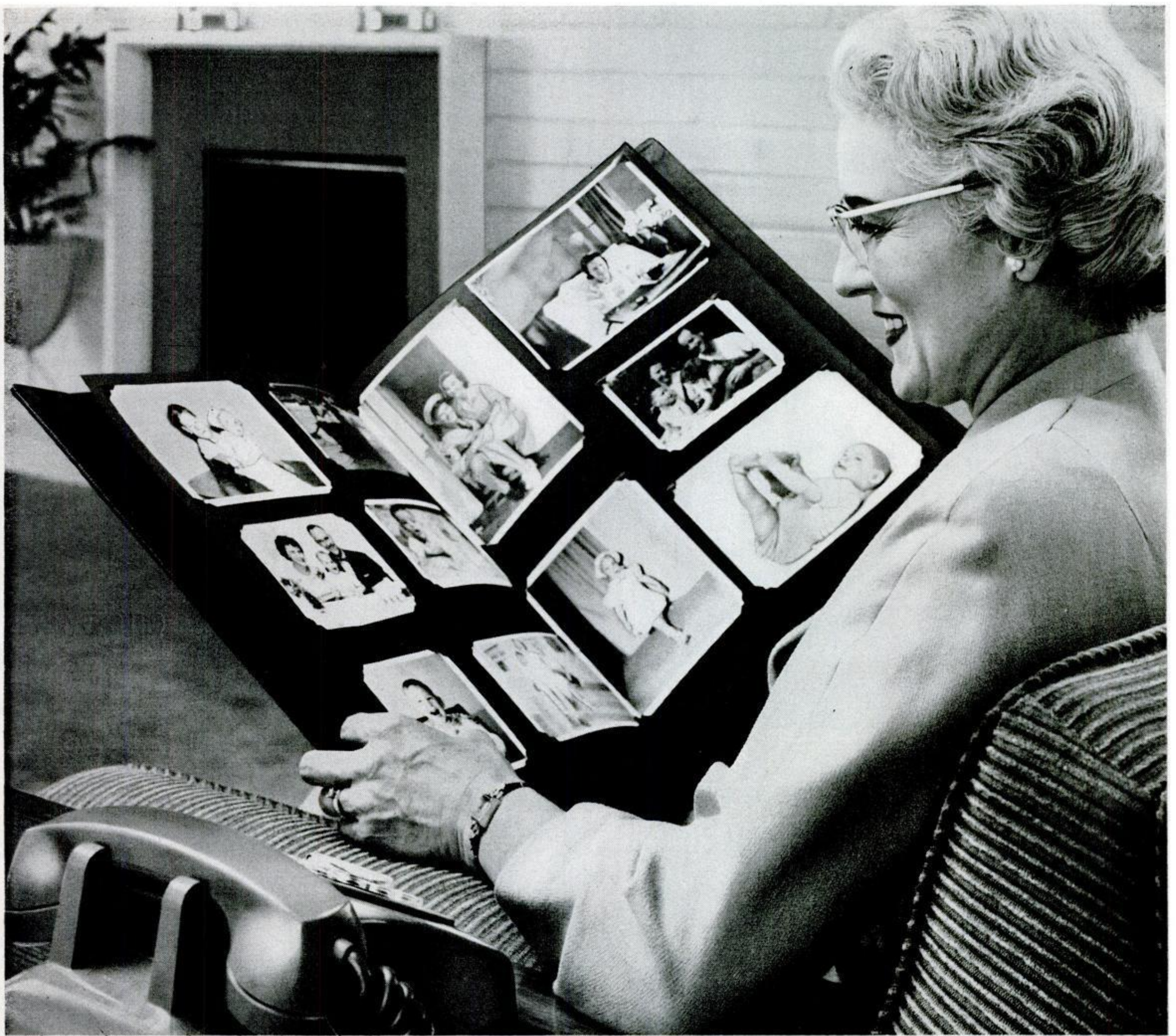


SORE LIPS LIP-EZE
ANTISEPTIC LIP SALVE
COLD SORES • CHAPPED LIPS
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NEW! AT DEALERS EVERYWHERE!
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WORLD'S FINEST
MIRILUM STEEL
by Washington Forge, Inc.
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How warm and comforting it is to know that friends and loved ones are as near as your telephone.

Nothing else puts you in touch so quickly, so easily, and at such a low, economical cost.

When there's good news to share,

or plans to make, or when you're just feeling kind of lonesome, it's natural and convenient to reach for the telephone.

The cost is small, and there's no need to hurry your call. Isn't there someone you'd like to talk with right now?

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Call by Number. It's Twice as Fast.



LONG DISTANCE RATES ARE LOW

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For example:	First 3 Minutes	Each Added Minute
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Cincinnati to Detroit	65¢	20¢
Nashville to Chicago	85¢	25¢
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With just a press of the button you'll catch that little bundle of energy in one of her rare moments of serene innocence. Press 25 flashbulbs by Sylvania give you just the right light—when you want it . . . let you capture those tender scenes *every time*.

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WHAT'S HAPPENED CONTINUED

from easy money to a guaranteed annual 10% wage raise to a guaranteed annual profit for all small businessmen—anything at all to bring back inflation.

When such proposals go flying through the air, it will be time for all of us to remember another elementary principle of economics. This is the fact that the rate of production, which determines the standard of living, depends on the rate of investment—on what the economists call “capital formation.” Somebody has to save the money to build the new machines that will produce more and better products. But under a constant inflation nobody is willing to save money. Everybody wants to spend it fast before it loses its value. Every continued inflation in history has wound up lowering the standard of living by stopping capital formation. Conversely, the most rapid industrial progress in recent years took place in Western Germany, which did its best to maintain a stable currency.

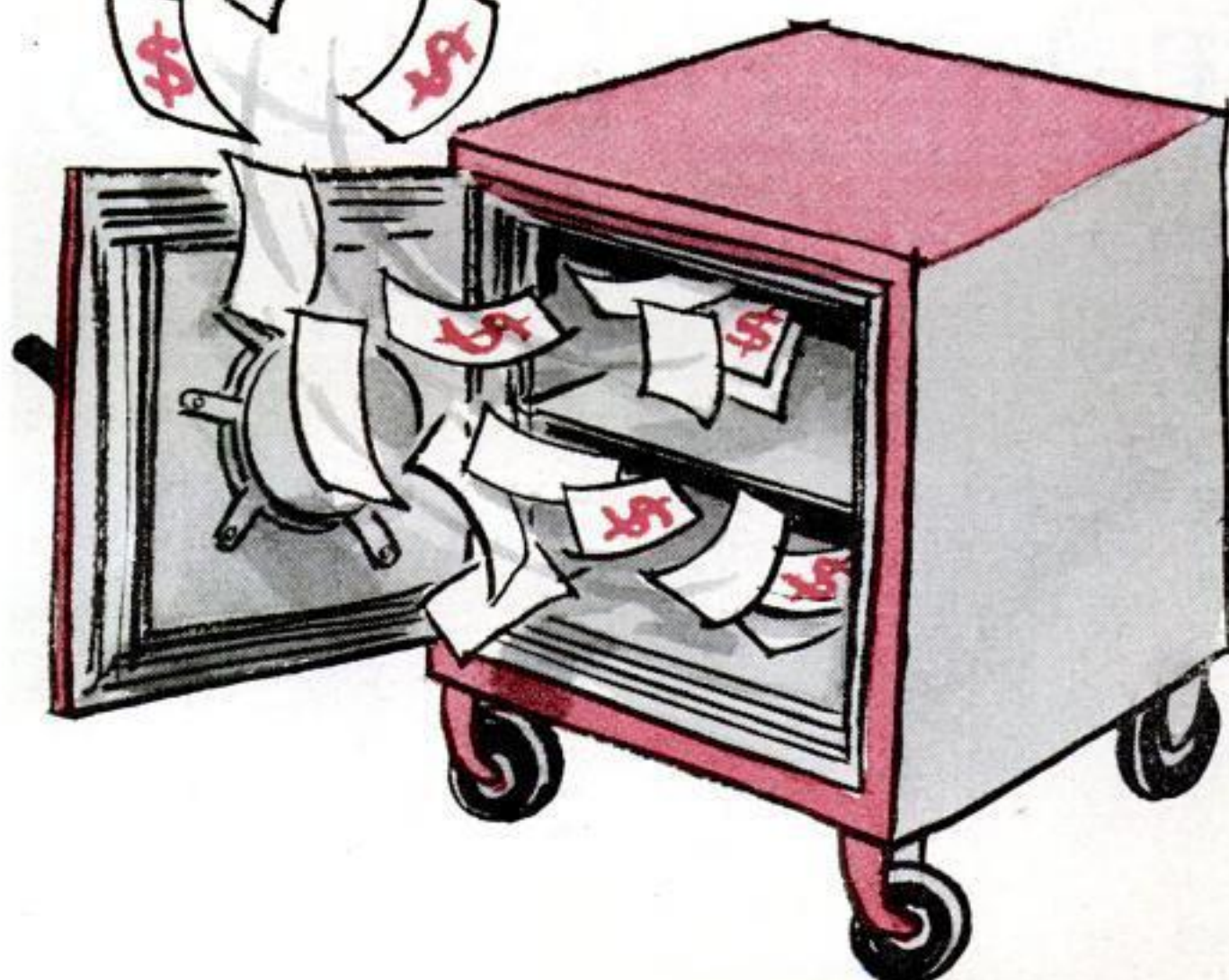
The U.S. has been a particularly prosperous nation partly because it has put more capital behind the workman (about \$12,500 worth of plants, machines and tools per man) and also because it has been more willing to take its chances in a free market. Over the years it has been ready to risk the hazards as well as to enjoy the benefits of the law of supply and demand, letting the chips fall where they might. Although a lot of old established industries and cities got hurt in the process, we have always welcomed technological change. We were always ready to throw out old machinery and tear down old plants when better ones became available. Wherever a new opportunity presented itself, capital and the labor force pulled up old stakes and moved in. As Dr. Hauge puts it, we have been “the movingest nation in the world.” And thus we have grown, for “growth comes from change and causes change.”

If we now start running to the government every time the economic winds shift, a good deal of the old zip will disappear. “We’ve got to be careful,” says Dr. Hauge, “that we don’t tinker and tamper with the basic vital force—which is a fluid, open economy—that gives us our productivity. Indeed, a part of the function of government must be to resist proposals which would have us avoid all change and freeze the status quo, which would then inevitably become as mediocre as the economy of any regimented state. . . . To put it in the briefest possible terms, we don’t want public policy to promote private laxity.”

This is what the panacea purveyors would have us do, without really helping matters. One economist puts it bluntly: “You can stretch the old economic principles but you can’t break them—and the farther you stretch them, the harder they snap back in your face.”



INFLATION RESULT is loss of investment capital that could increase production and raise living standards. Instead of saving and investing, people spend money before price rises cause it to lose value. This process is being halted as tide turns against inflation.



Never a "watery" custard



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...when you make it with better-blending Carnation

Just imagine! No chance of failure, no guesswork! With Carnation you get firm, full-bodied, *delicious* custard every time. So much *smoother*, too, than the kind you make with ordinary milk. For Carnation has special blending qualities not found in any other form of milk. Try the failure-proof Carnation way to make custard soon.

FREE! Mary Blake's new booklet, "Family Favorites." 16 pages, full color. Everything from easy, new entrees to tasty desserts. For your copy write Mary Blake, Carnation Company, Dept. LM-18, Los Angeles 19, California.

"The milk from contented cows"

RECIPE

"FAILURE PROOF" CARNATION CUSTARD

(Makes 6-8 individual custards)

4 eggs
1/2 cup granulated sugar
1/2 teaspoon salt
1 teaspoon vanilla
1 cup water
1 2/3 cups (large can)
undiluted CARNATION
EVAPORATED MILK

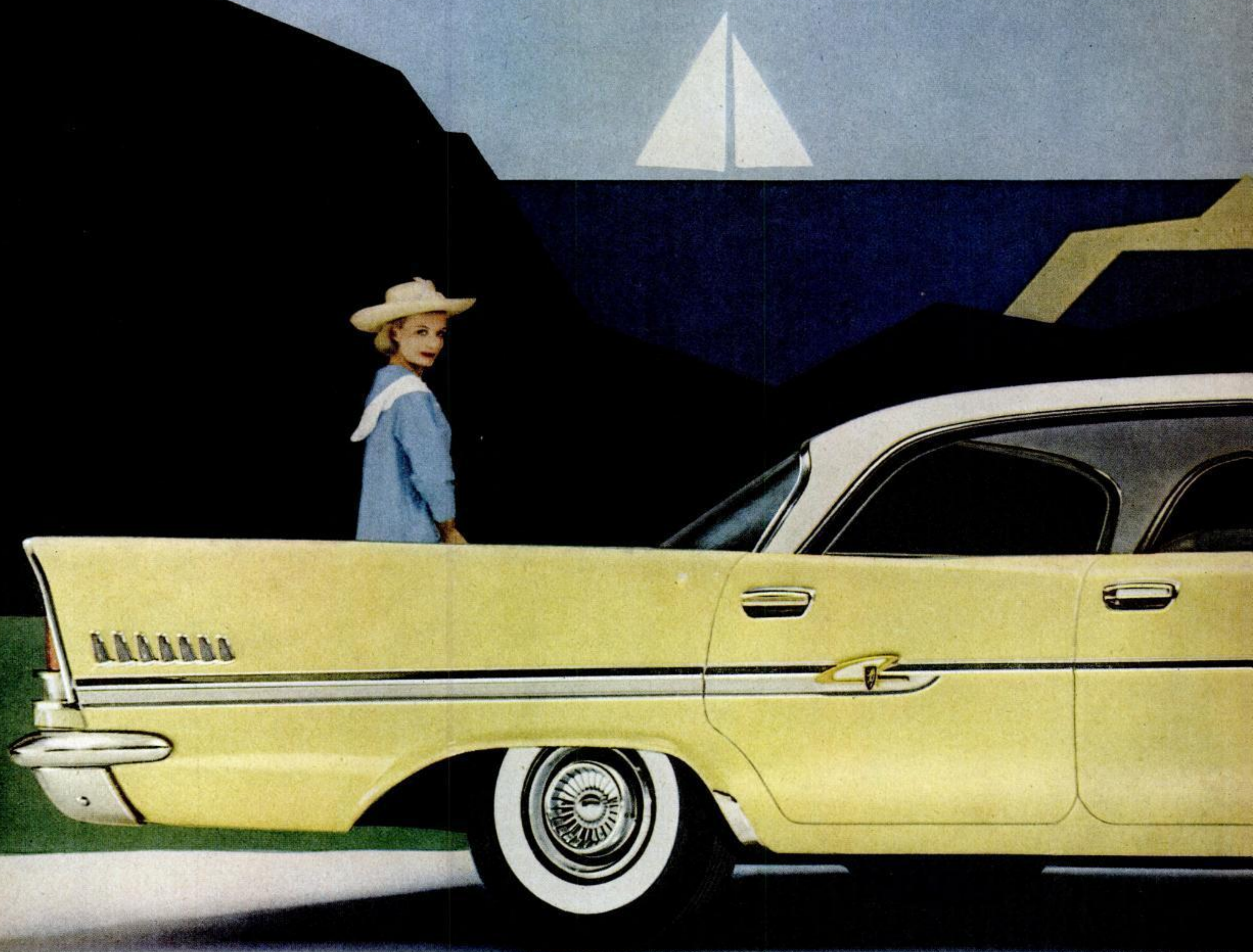


Beat ingredients to mix well. Pour custard into 6-8 baking dishes; sprinkle with nutmeg. Put dishes in 2 1/2" deep pan; pour water around custard dishes.



Bake in moderate oven (350°F.) 40-45 minutes, or until knife inserted in custard comes out clean. Remove from water and cool. Add topping, if you desire.

FOR A BETTER CUP OF COFFEE, "CREAM" IT WITH CARNATION - THE MILK THAT WHIPS!



Enjoy Chrysler's bold

New thousands are hailing the success of Chrysler's smarter Flight-Sweep styling . . . the supremacy of Chrysler's ride and performance . . . the brilliance of Chrysler's forward-thinking engineering!

TREMENDOUS—Four-beam dual headlighting!

SERENE—New Torsion-Aire Ride!

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SUPREME—New FirePower 392 cu. in. engine!

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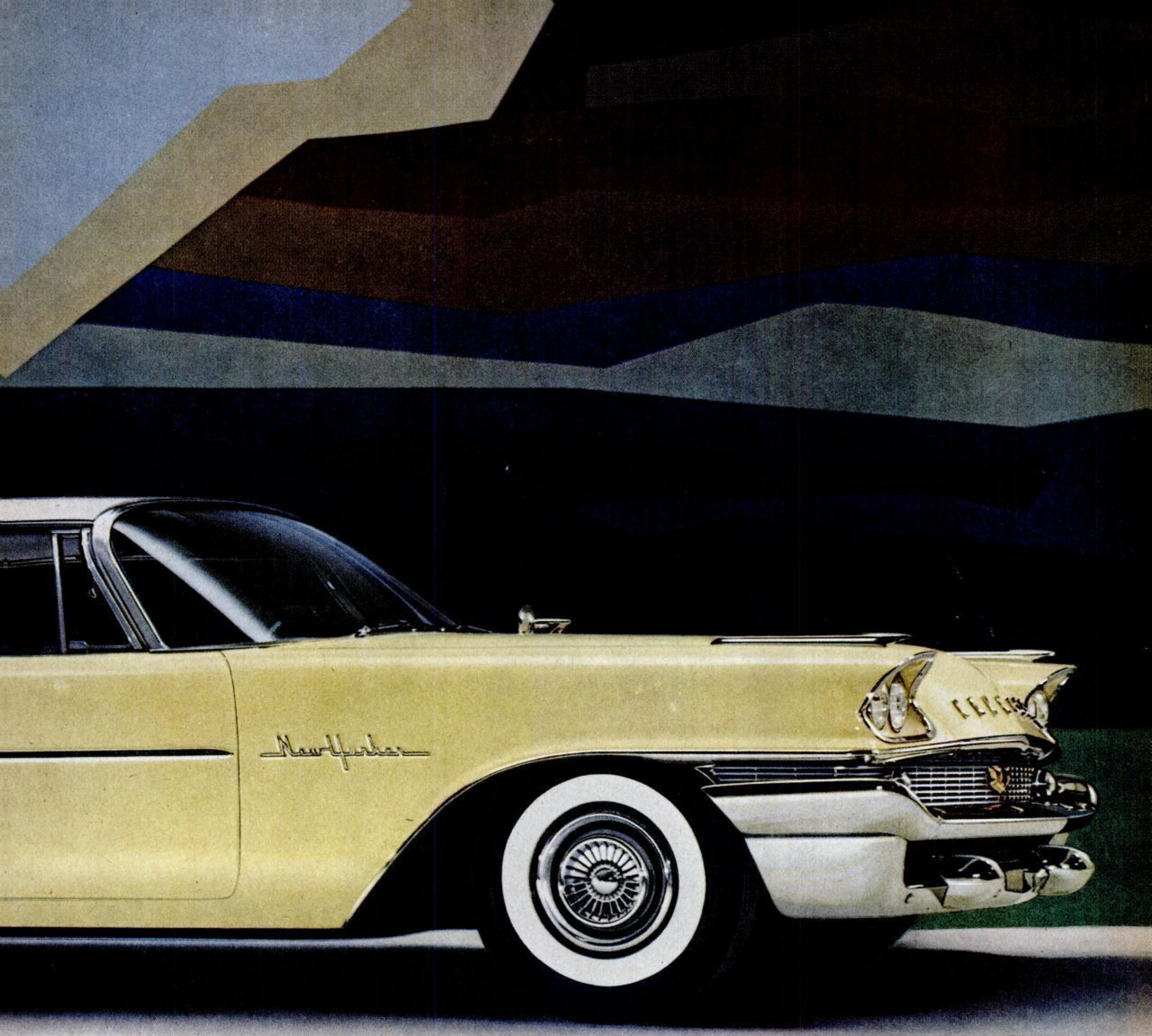
SECURE—New Total-Contact brakes!

SUPERSCEINIC—New Compound-Curved windshields!

SUREFOOTED—New slip-proof Sure-Grip differential!*

EXCLUSIVE—New Auto-Pilot!*

*Optional at extra cost.



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new look of success!

Again the car of the hour is the "Mighty Chrysler" for 1958!

In every way you can judge an automobile today, it is literally beyond compare. Its almost unbelievable roadability, comfort and restfulness are years ahead of contemporary engineering. In value, no car has more clearly established its years-ahead worth.

And what other car can match the smartness of Chrysler's styling? Evidently, you and other motorists agree, for Chrysler popularity is soaring higher than ever. You can see the glamorous Chrysler New Yorker at your Chrysler Dealer's, also the Chrysler Saratoga, and the all-new Chrysler Windsor — now in a lower-priced field!

Three great series in three price classes
NEW YORKER • SARATOGA • WINDSOR

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MIGHTY
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GLAMOUR CAR OF THE FORWARD LOOK



Quality at your feet...



*More youngsters are growing
up in Buster Brown Shoes
than any other brand*

Youngsters like the way their Buster Browns look and feel. Mothers are especially happy with the way they *fit*. Because every Buster Brown Shoe is made over a live-foot last... and fitted only by authorized retailers using the exclusive Buster Brown 6-Point Fitting Plan. Their quality materials and workmanship make them *wear* better, too.

Priced according to size. Higher Denver West **5⁹⁹ to 7⁹⁹**

I've been healthy
and happy for 53 years
Wouldn't you like to put
your children in
my shoes?



BUSTER BROWN®

The shoes for the child shape the feet for a lifetime

Buster Brown Division, Brown Shoe Company, St. Louis

SPORTS

TRAINING TRICKS HELP WAMPUM SWAMP 'EM

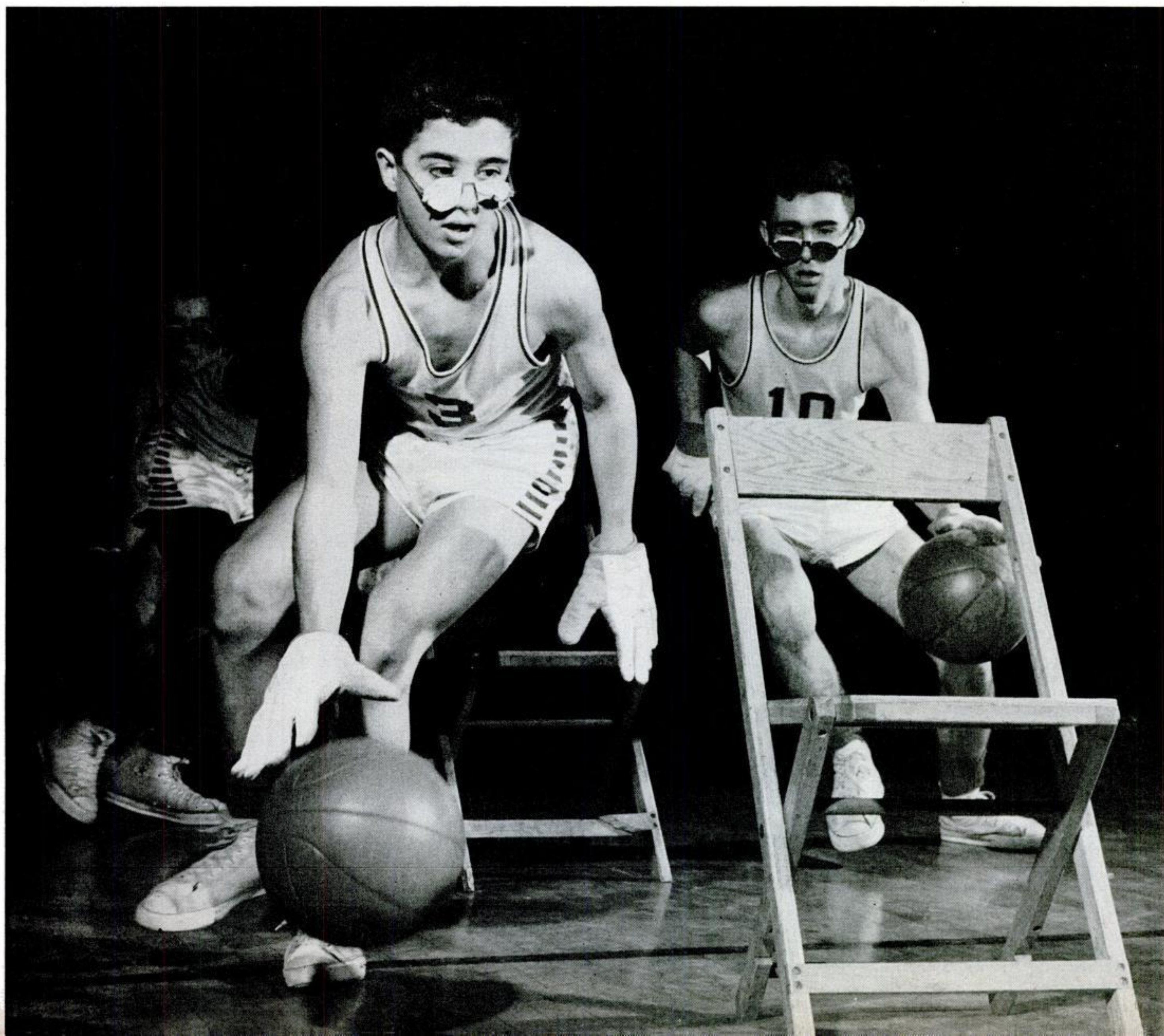
A casual visitor dropping in to watch basketball practice at Wampum (Pa.) high might wonder if he had wandered by mistake onto a comic skit in the school variety show. The players wear galoshes, weighted jackets and clumsy workman's gloves. The baskets are covered so no ball can drop through. Dribblers are half blinded by taped glasses and passers toss heavy medicine balls around the court. Crazy as the Wampum team appears in practice, it is positively devastating once the whistle blows to start a game. A small school with only 144 students (more than half of them girls), Wampum has won 81 of its past 93 games and three years ago took the state class B championship.

The man responsible for Wampum's success and unusual approach is Butler Hennon, 49, the school principal who is also basketball coach. Hennon works on the old principle of the man hitting himself with a hammer because it feels good when he stops. "When they take the weights and galoshes off, they move like elves," he says. If his players learn to dribble while wearing gloves and not being able to see the floor, he believes they will dribble twice as well under normal conditions. Any boy, says Hennon, can be a basketball player if he is willing to pay the price of hard work in the perfection of fundamentals. As proof he points to a 5-foot-8½-inch alumnus who progressed from an awkward kid at Wampum to basketball All America at the University of Pittsburgh. Coach Hennon takes great pride in this, because Don Hennon is his son.



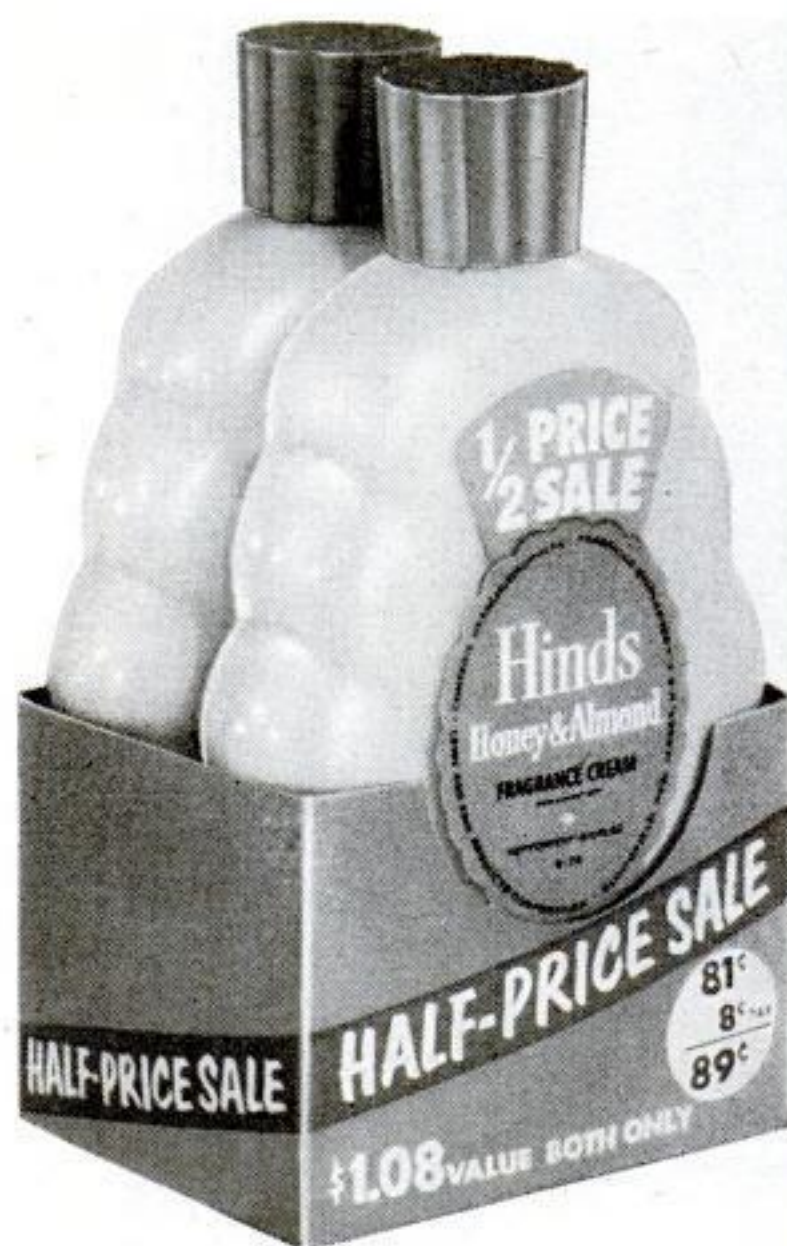
PARAPHERNALIA AND PRODUCT are displayed by Wampum Coach Hennon, whose son Bill wears duck jacket weighted with sand, plus gloves and blinders.

TO IMPROVE DRIBBLING, MIKE LEONETTI AND LARRY HASWELL PRACTICE, WEARING GLOVES AND TAPED GLASSES THAT KEEP THEM FROM WATCHING THE BALL



1 2

PRICE SALE



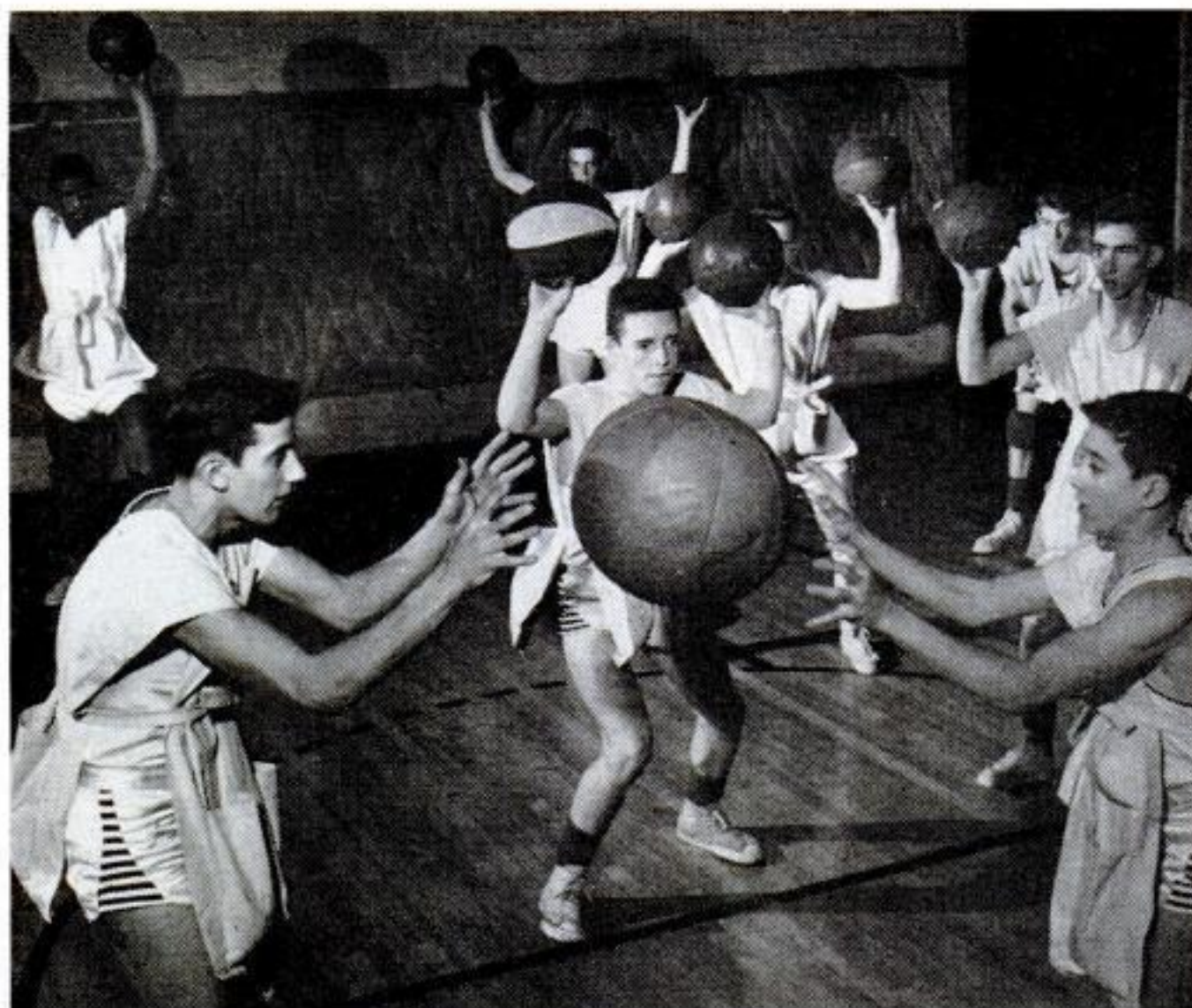
NOW GET ONE BOTTLE AT
HALF PRICE WITH
PURCHASE OF FIRST
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\$1.08 VALUE... **81¢** PLUS TAX
AT YOUR FAVORITE DRUG COUNTER

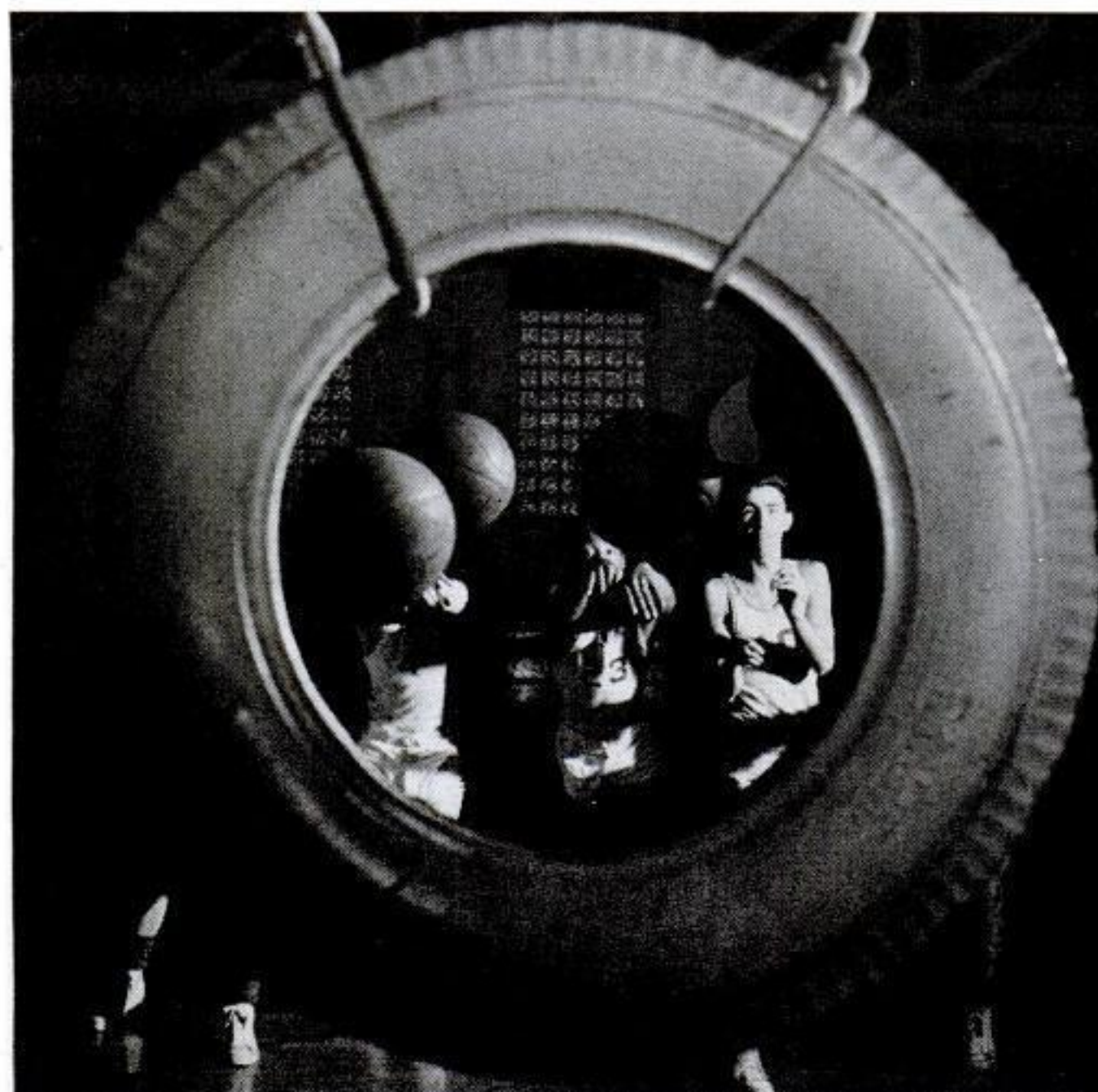
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Hinds *Honey & Almond*
Fragrance Cream
A PRODUCT OF LEHN & FINK

Training Tricks CONTINUED



MEDICINE BALLS, held aloft by Wampum squad, get players accustomed to keeping arms up. "You don't block passes with them down," says Hennon.



TIRE TARGET serves to help squad develop accuracy in passing. "You'd be surprised how few fellows can pass through that tire," says the coach.



TUG-OF-WAR for ball between Harold Allen and Ronnie Galbreath, handicapped by galoshes and weighted jackets, makes same tactic more difficult.



Good health advice



from careful mothers:



"Don't lend your comb,



don't borrow others."



Only ACE completely
rounds and smooths
each tooth: ends—sides
—even between teeth. ←
No sharp edges to
scratch scalp or
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SMOOTHER • STRONGER • LAST MUCH LONGER

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THE SHORTEST DISTANCE BETWEEN YOU AND
HEADACHE RELIEF!



Nebs is recommended for relieving the minor discomforts of headaches, sinusitis, neuralgia, backaches, arthritis, sciatica, rheumatism.

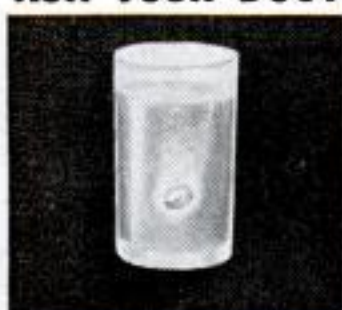
Nebs is chemically ready to work instantly to bring headache relief faster than aspirin, buffered aspirin, compounds or effervescent!

How fast can pain be relieved, short of a doctor's prescription? Medical science has a new answer—another step in the march to wipe out pain. It's a remarkably effective ingredient called APAP. And in Nebs, you find it in *straight, pure form!*

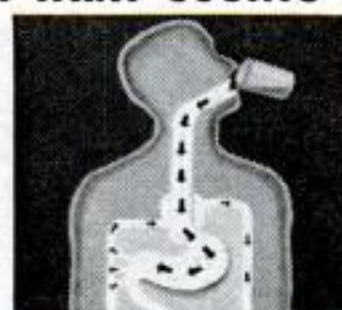
No non-prescription product acts faster than Nebs. Most available remedies must be broken down by chemical reaction in the body before they can even *begin* to work. But not Nebs. Safe, gentle Nebs is a new medication that is naturally accepted by the body, because it's *chemically ready* to work instantly, without stomach upset. That's why Nebs gives such rapid relief from the painful minor discomforts of headaches, backaches, colds, neuralgia, arthritis, sinusitis, sciatica and rheumatism.

So when you have pain, take Nebs instead of ordinary pain remedies. You feel so much better, so *much faster*, you'll never go back to aspirin, buffered aspirin, aspirin compounds, or effervescent.

ASK YOUR DOCTOR WHAT COUNTS IN A PAIN RELIEVER



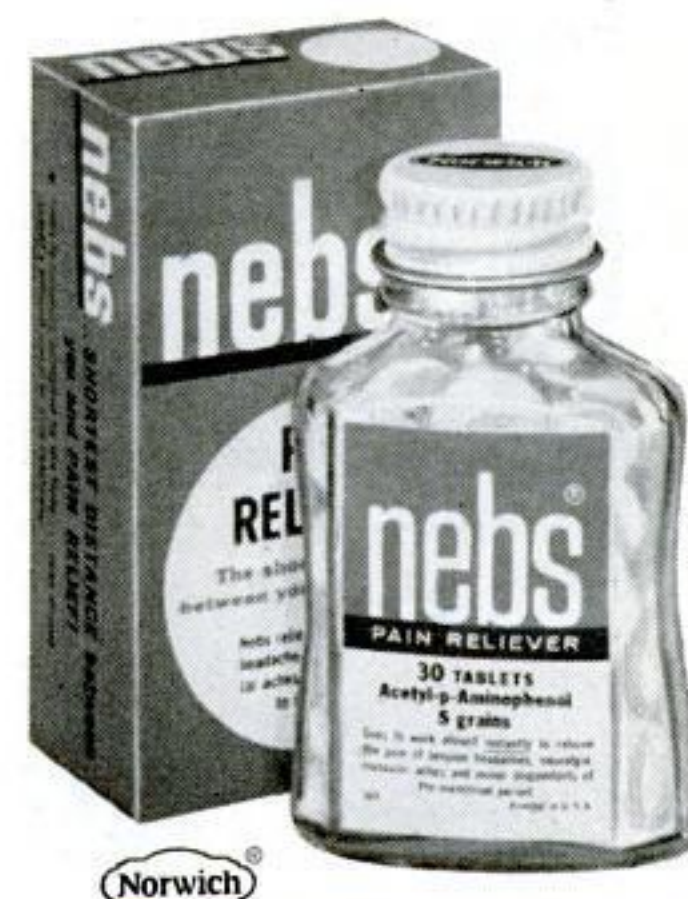
IT ISN'T how fast
it dissolves



IT ISN'T how fast it goes
through the stomach



IT'S HOW FAST IT GIVES
YOU RELIEF FROM PAIN



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That's Why **NEBS Is NEWS!** It's the shortest distance between **YOU** and **PAIN RELIEF!**

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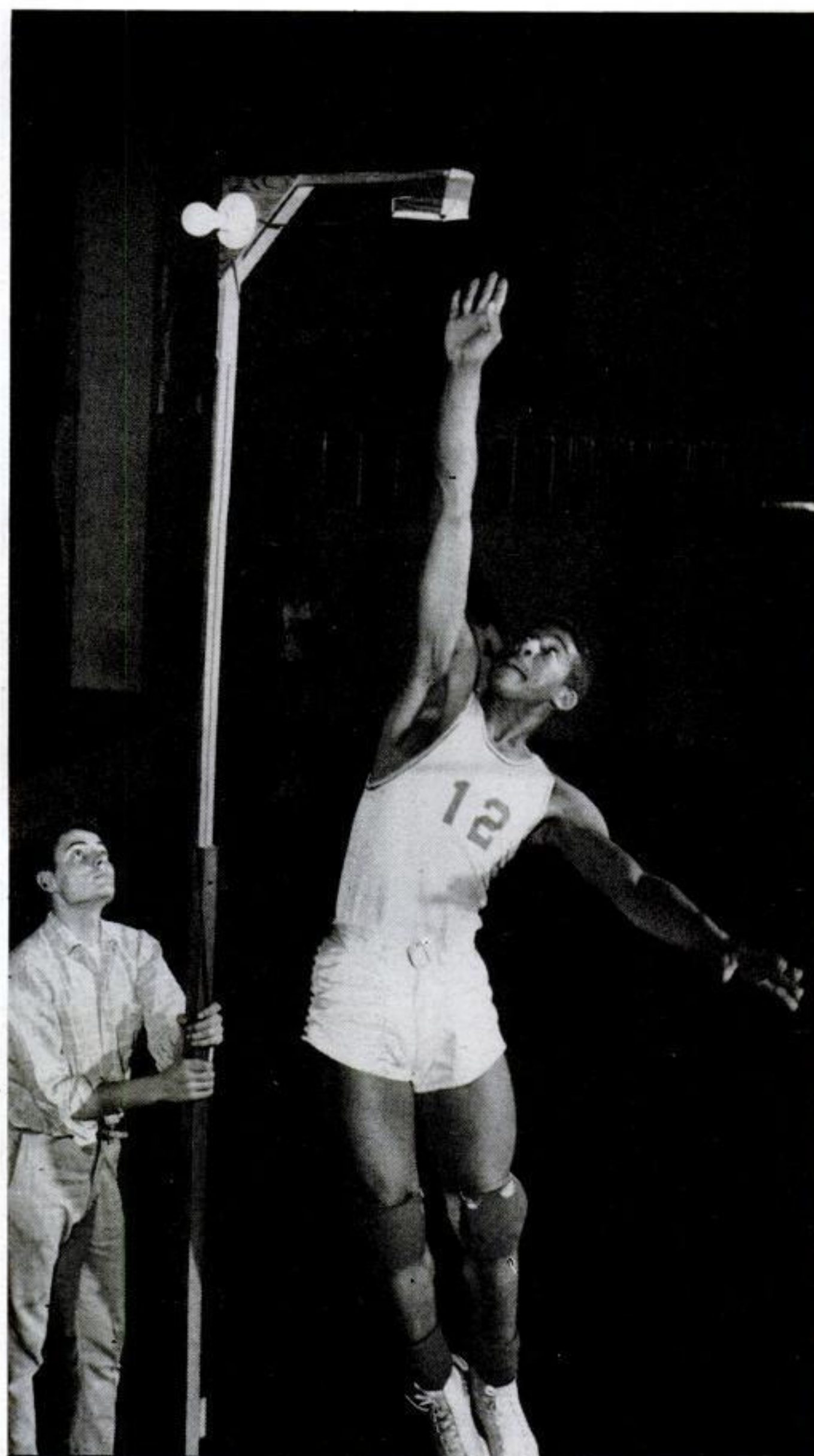


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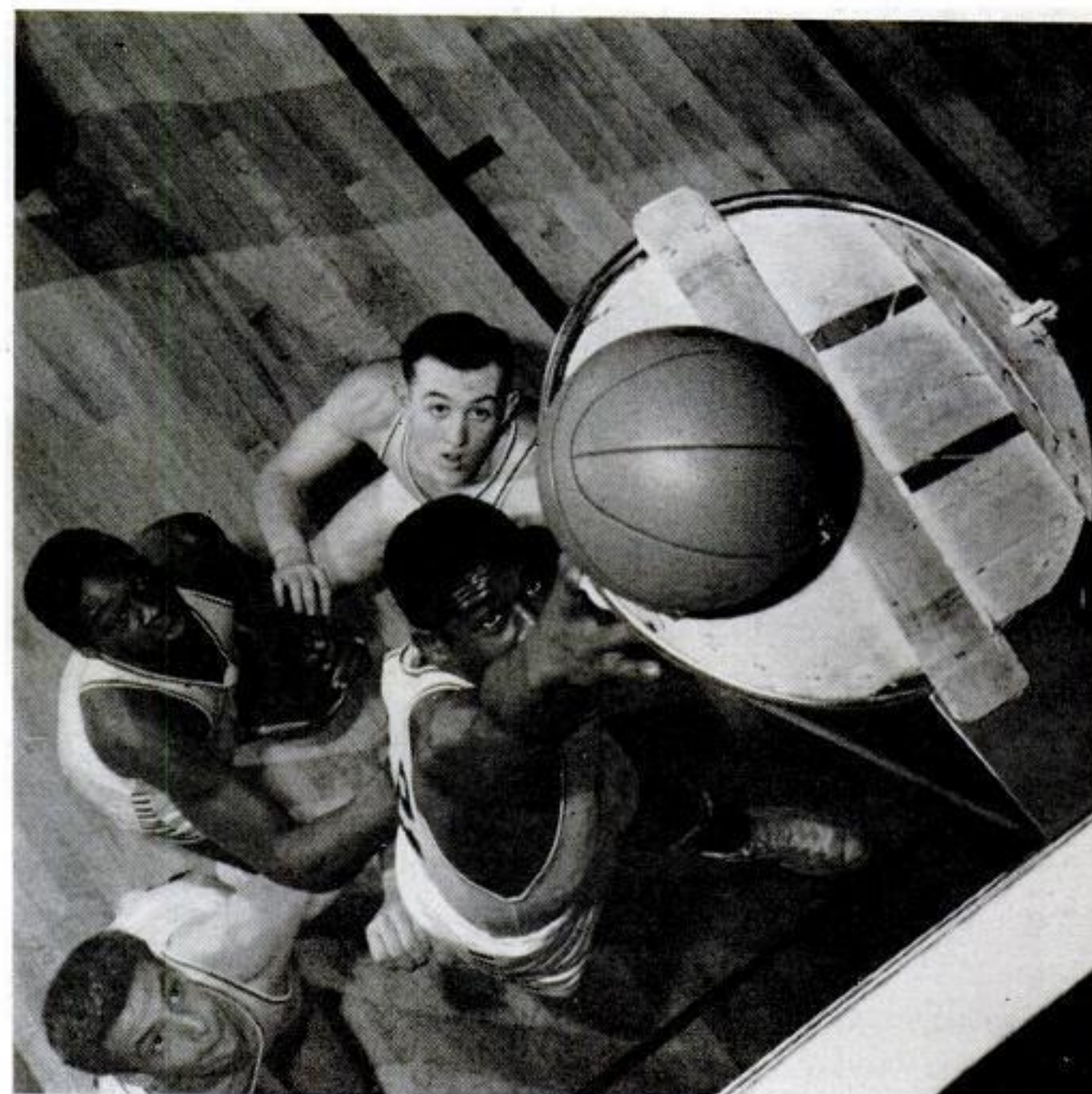
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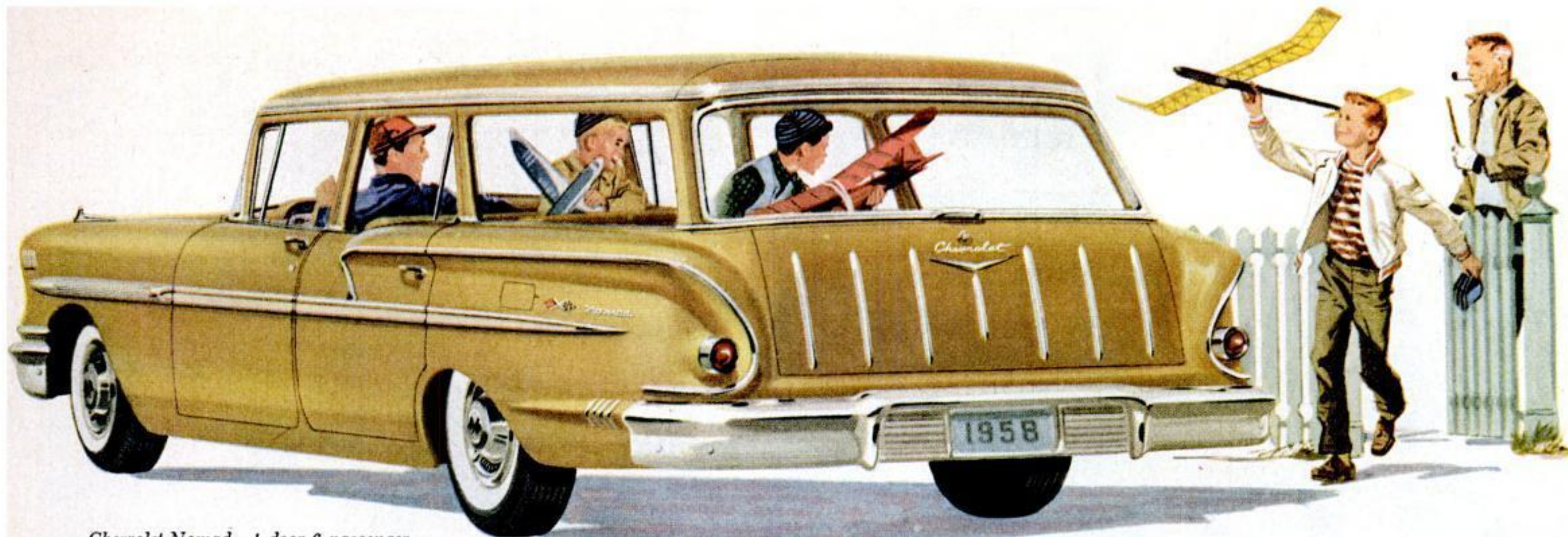
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JUMPING MACHINE, used to stimulate higher leaps, tests the spring of Wampum's star center, Harold Allen. When he touches arm a light flashes on.



LID ON BASKET keeps ball from going through hoop and makes every shot a rebound. Originated at Wampum, it is used extensively at other schools.



Chevrolet Nomad—4-door 6-passenger

NEW WAGONS WITH WONDERFUL WAYS—
THESE NEW '58 CHEVROLETS! *There's new lilt in the way they look. New verve in their way with roads and loads. And you have five to choose from. Pick a two-door model or four, six-passenger or nine, you can be sure of this: You'll move in the smartest station wagon set there is!*

You never had handsomer or more practical reasons to move into a new station wagon. These 1958 Chevrolets are dramatically lower and wider—and nine crisp inches longer.

Notice that the larger liftgate curves clear around at the corners. It's hinged into the roof and raises completely out of the way for easier loading and maximum-size loads.

Chevrolet's new standard Full Coil sus-

pension puts an extra-soft cushioning of deep coil springs at every wheel. Or, as optional choice at extra cost, you can have the ultimate of a real air ride—Level Air suspension. Bumps get swallowed up in cushions of air. And your wagon automatically keeps its normal level, regardless of how heavy the load.

There's still more to like. More steam in Chevy's budget-minded Blue-Flame 6. More really potent performance with

the new 250-h.p. Turbo-Thrust V8,* an ideal running mate for honey-smooth Turboglide* drive. Better see your Chevrolet dealer . . . and join this year's smart station wagon set. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*



Chevrolet Brookwood—4-door 6-passenger

MAN'S NEW WORLD III

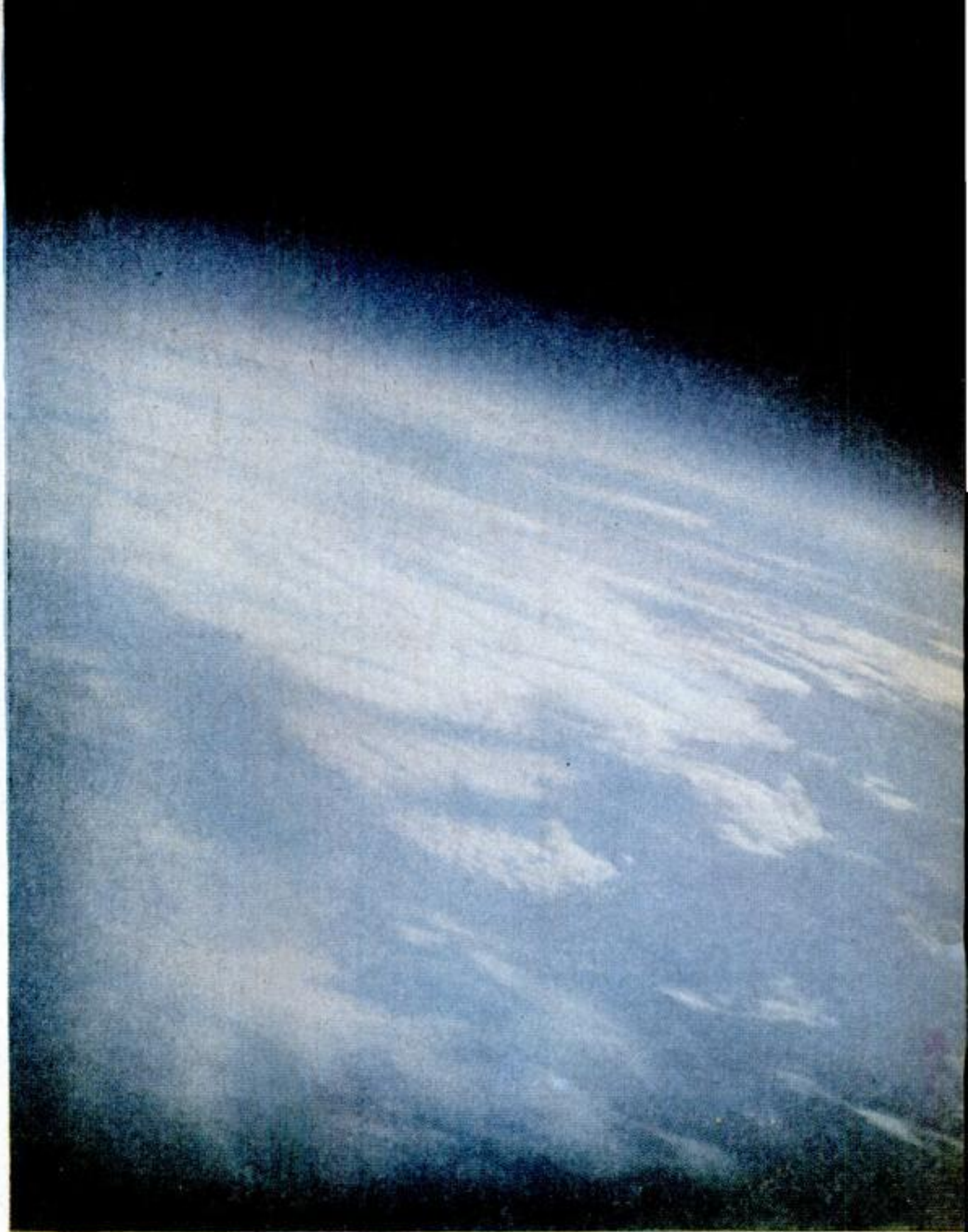
INTO THE FAR FRONTIERS



ROCKET VIEW OF TAKE-OFF is given in this picture, taken by Maurer camera inside missile, looking toward the tail. Rocket is rushing up inside the red steel launching tower at a speed of 164 mph as smoke and flame blast from engine.

THE DWINDLING EARTH is seen as rocket, now going 614 mph at 1,000-foot altitude, drops its burned-out booster engine (metal object below flame) which is used for take-off. Shadow across launching site is made by exhaust smoke.

BEYOND EARTH



VIEW FROM SPACE, 107 miles up, clearly shows the curve of earth's horizon. Here, four minutes after take-off, rocket has reached the highest point of flight. Purpose of the flight was to count meteorites.

MAN MAKES HIS START TOWARD SPACE FLIGHT

The power and the pace of technology in "Man's New World" (LIFE, Oct. 7 and Nov. 11) have brought man to the brink of his greatest technological accomplishment. He is now ready to rocket himself into the endless emptiness of outer space. This can be expected—in the U.S. or Russia—well within a decade, barely 64 years since the first airplane was flown. What the first spaceman may see on that day as he is blasted up away from the earth is shown here in remarkable photographs by LIFE's J. R. Eyerman, made with robot cameras mounted in an Air Force Aerobee-Hi research rocket.

As recently as five years ago most scientists believed space flight was, at best, generations away. The engineering requirements seemed superhuman. Space ships need a speed of 25,000 mph to leave earth. Interplanetary trips demand a light, virtually everlasting fuel and inhumanly precise navigational systems. Crewmen must have self-renewing supplies of food, water and oxygen—and find ways of keeping themselves from being driven mad by the fearfulness of their situation. Returning to earth, the friction of the atmosphere can create temperatures no man or present machines can stand.

But the march of modern technology has already reduced these hurdles to practical engineering problems and to matters of time and money. Lockheed says that within six weeks for a half million dollars they could add two stages to their X-17 research missile and fire it beyond earth's pull to hurtle forever through outer space. Already under construction by North American is the X-15, a rocket ship designed to carry a man into space and keep him there for up to an hour.

On the following pages LIFE describes the advanced research work and instruments already in existence that make flight into space an imminent reality. The pictures are strong proof of the words of the astronaut, Krafft Ehricke, space engineer for Convair: "Nobody and nothing under the natural laws of this universe impose any limitations on man except man himself."

CONTINUED



EXOTIC FUEL made from unstable boron compound burns with green flame in test firing, while Olin Mathieson technicians observe through control room window. A promising new fuel, boron has 15% more power than standard propellants.

IGNITION AT 76°F. BELOW ZERO, temperature above 50,000-foot altitude, is tested in National Advisory Committee for Aeronautics laboratory. If fuels do not ignite instantly, they accumulate, then explode in blast that destroys engine.

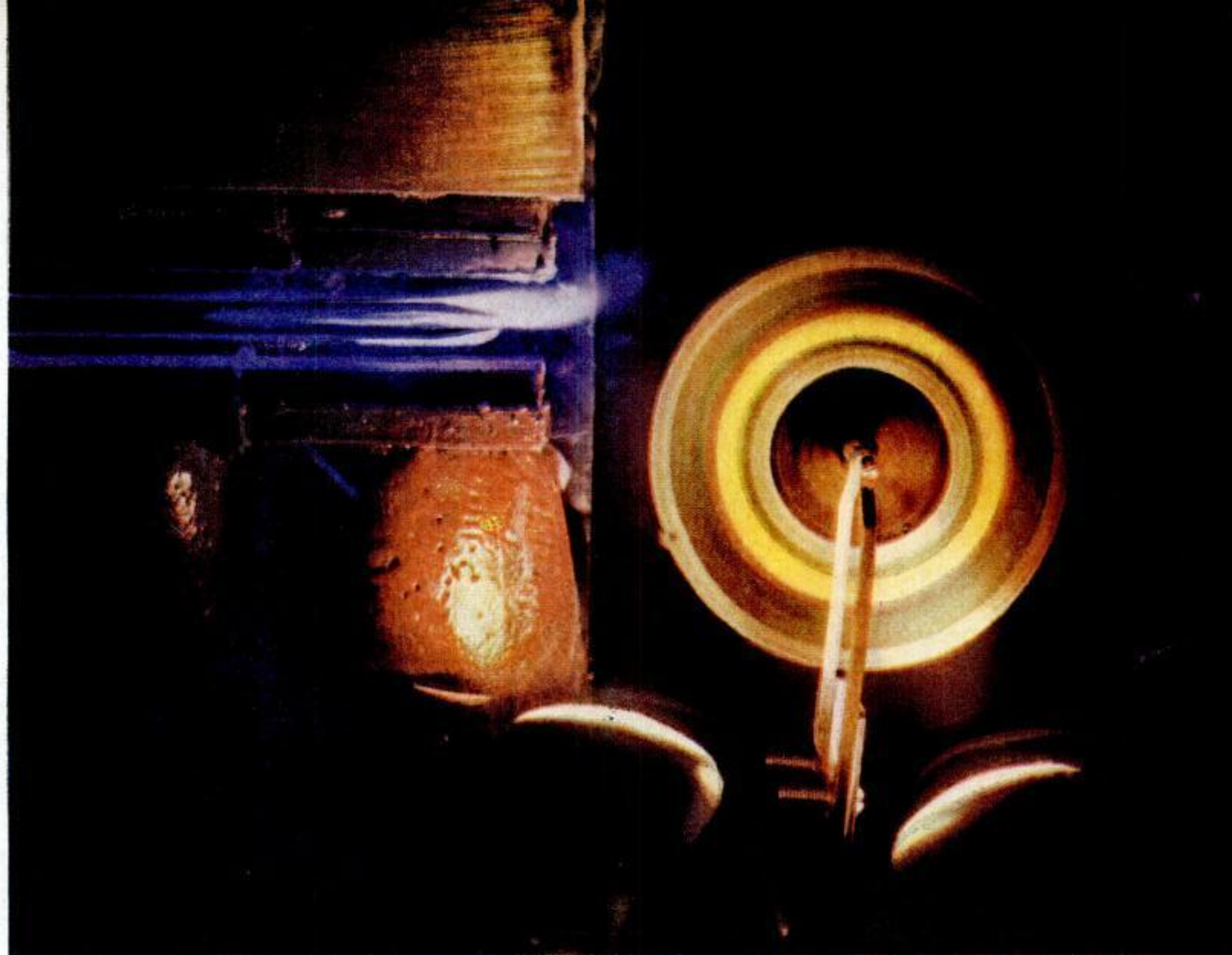
MORE ENERGY IN NEW FUELS

Already in use are rocket engines that can propel man beyond the barriers of atmosphere and gravity. New, high-energy fuels are being devised to give added power to these engines. But for interplanetary travel, an entirely new kind of rocket engine is necessary and is being worked on.

Conventional chemical fuel engines are designed to burn their fuel supply in three minutes or less to develop enormous speeds needed to overcome the resistance of gravity and atmosphere. But in outer space, where there is no air resistance to motion, speeds as high as 100,000 mph are possible using engines of low thrust—engines which allow a virtually inexhaustible fuel supply. For this purpose engineers are developing ion engines (*top, right*). These obtain thrusting power from a stream of charged atomic particles called ions. An almost endless supply of them can be obtained from atomic fission, atomic fusion or solar power.

Suitable energy could also be derived from atoms or groups of atoms called free radicals (*right*). These are formed when a molecule is split, freeing its atoms from each other. In recombining, they release enormous energy. Free radicals could be created on earth and carried into space or they may be added to chemical fuels.

The ultimate spaceship, however, could be powered by light rays shining out the rocket's rear. Light rays are streams of infinitely small particles called photons. Their force is minute, yet the photon-propelled ship could approach the speed of light—186,000 miles per second.



ION ENGINE at NACA lab spins a tiny turbine (*right*). The purple jet of ions, created by high voltage electricity, is accelerated out rear of engine by

the magnets above and below the jet. Though ion stream's thrust is only 4,200th of a pound, it could move a ship through frictionless outer space.



FREE RADICALS are created as a lavender flame in a glass vessel at National Bureau of Standards, Washington, D.C. Molecules of nitrogen are being

split in half, making two free, extremely reactive nitrogen atoms called radicals. When they recombine to reform nitrogen gas, energy is released.

CONTINUED



"MOON SUIT" is worn by men erecting transmitter to show flexibility. Inflatable suit, developed by Navy for altitude flight, would work on moon.

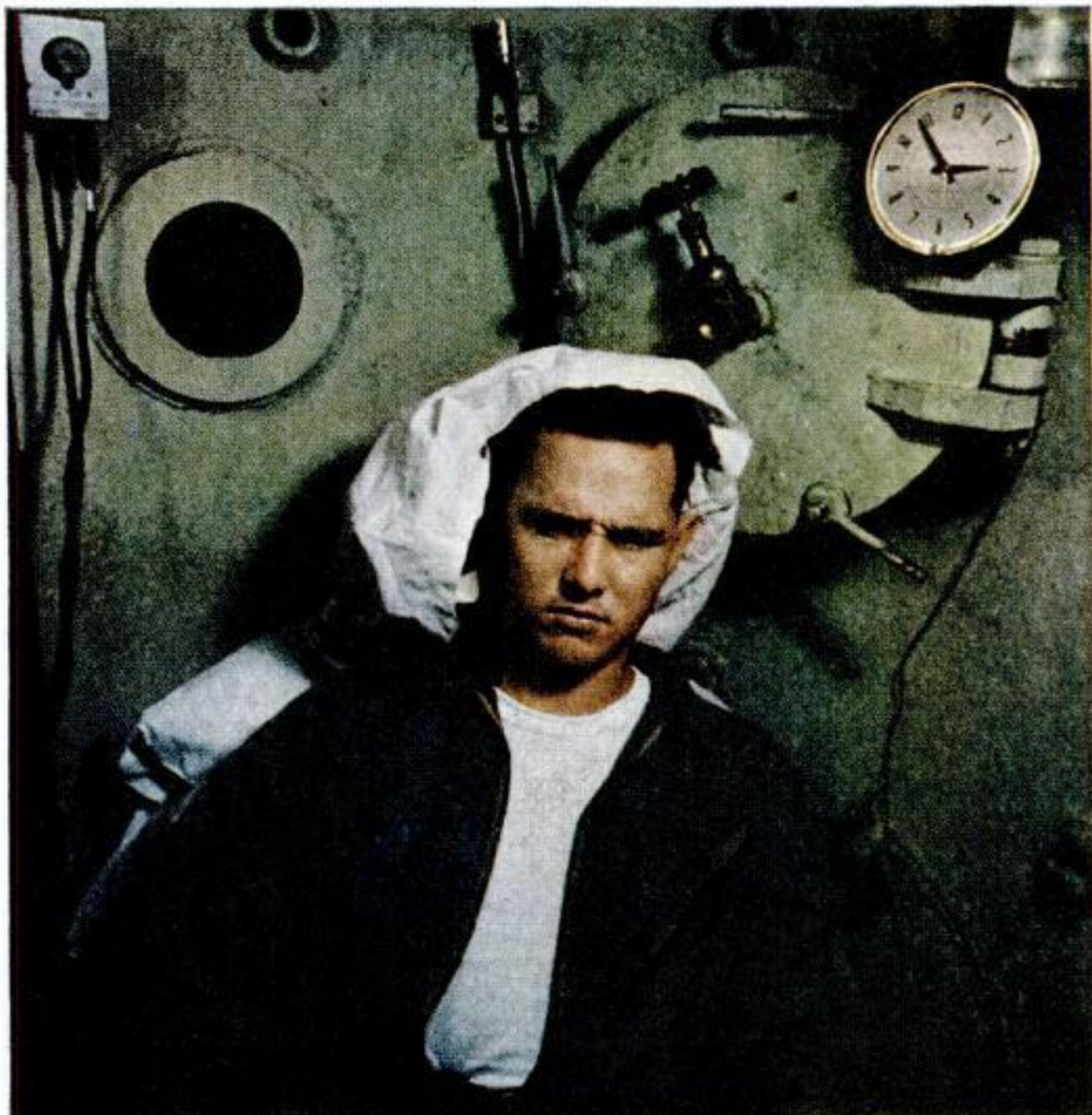


WEIGHTLESS MAN simulates state by floating in salt water of same specific gravity as his body. Blindfolded, he sits at angle, thinks he is vertical.



WEIGHTLESS MANEUVERING is practiced by man on disk which is supported on air jet, moves without creating friction (in space, weightlessness

eliminates friction). If he tries to rotate body by twist of feet, frictionless disk rotates so he does not move. Here he turns by circular motions of arms.



IN SPACE CABIN at Air Force's Dept. of Space Medicine, subject is tested on ability to solve flight problems while enduring fatigue, humidity, carbon dioxide. In 14th hour of test, subject keeps handkerchief on head for wiping brow.



"SPACE" CREW of five Air Force men spends five days in cabin under conditions of prolonged flight. Mental, physical and nervous reactions are recorded. Results will help choose crews for future flights and show how to design cabins.

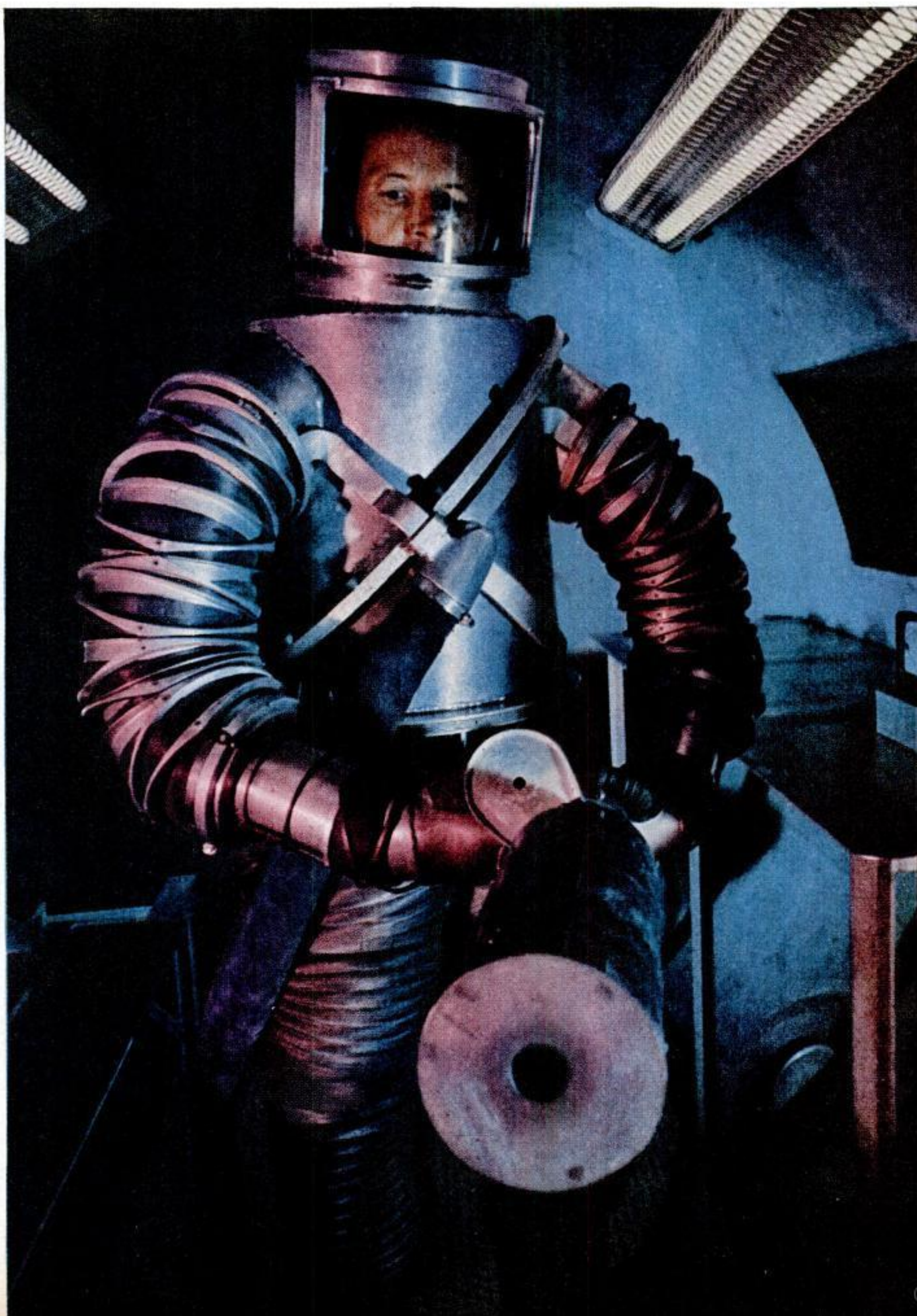
EERIE PERILS TO OVERCOME

In space fragile man is his own worst enemy. To keep him alive and alert, science is developing ingenious protective devices. A hermetically sealed space-ship cabin (*above*) would carry its own self-contained, self-replenishing environment. Five pounds of common pond algae growing in a tank of sewage will give off enough oxygen for one man's needs. Purified and dried, this plant can be made into food pills. The cabin's water supply can be distilled from urine and moisture in the air.

Since they are beyond the pull of earth's gravity, the space pilot and the objects he uses inside the space cabin will have no weight. A constant acceleration of the ship would simulate gravity. But this may not be necessary: research into weightlessness (*left center and bottom*) may teach man entirely new methods of movement and orientation.

Two problems do loom very large. First, in space even a sealed cabin is easily pierced by atomic particles called cosmic rays. Long exposure to them may damage a man's brain or render him sterile. Second, the pilot's reaction to his predicament in space may be incapacitating. Speeding in a tiny cabin through a void, he will be left by automatic devices with little to do. Under such appalling isolation, confinement and boredom men become irritable, depressed, unable to reason and incapable perhaps of performing their few but essential duties. But as they work on these problems, scientists bit by bit come nearer solutions.

IN "MOON ROOM," whose vacuum approximates moon's, scientist wears 50-lb. space suit. He carries electron gun to detect air leaks by ionizing air.





INERTIAL NAVIGATOR with 1,001 parts in its mechanism is assembled by a Litton Industries engineer in lint-free clothing. In foreground are assembled gyroscope (left) and accelerometer (right) with other component parts behind them.

AUTOMATIC GUIDANCE TO PLANETARY GOALS

Space travel speeds and distances make man obsolete as a navigator. But he has already perfected minutely precise eyes, ears and brains to do the job automatically. To make a trip to Mars without such equipment to correct courses in flight, man would have to fire his space ship like a bullet, using just the right instant, angle, and speed to send it 35 million miles and hit a target traveling 54,000 mph. But a star tracker (top, center), sighting on a distant star, can keep constant check on the ship's position and guide it surely to its destination.

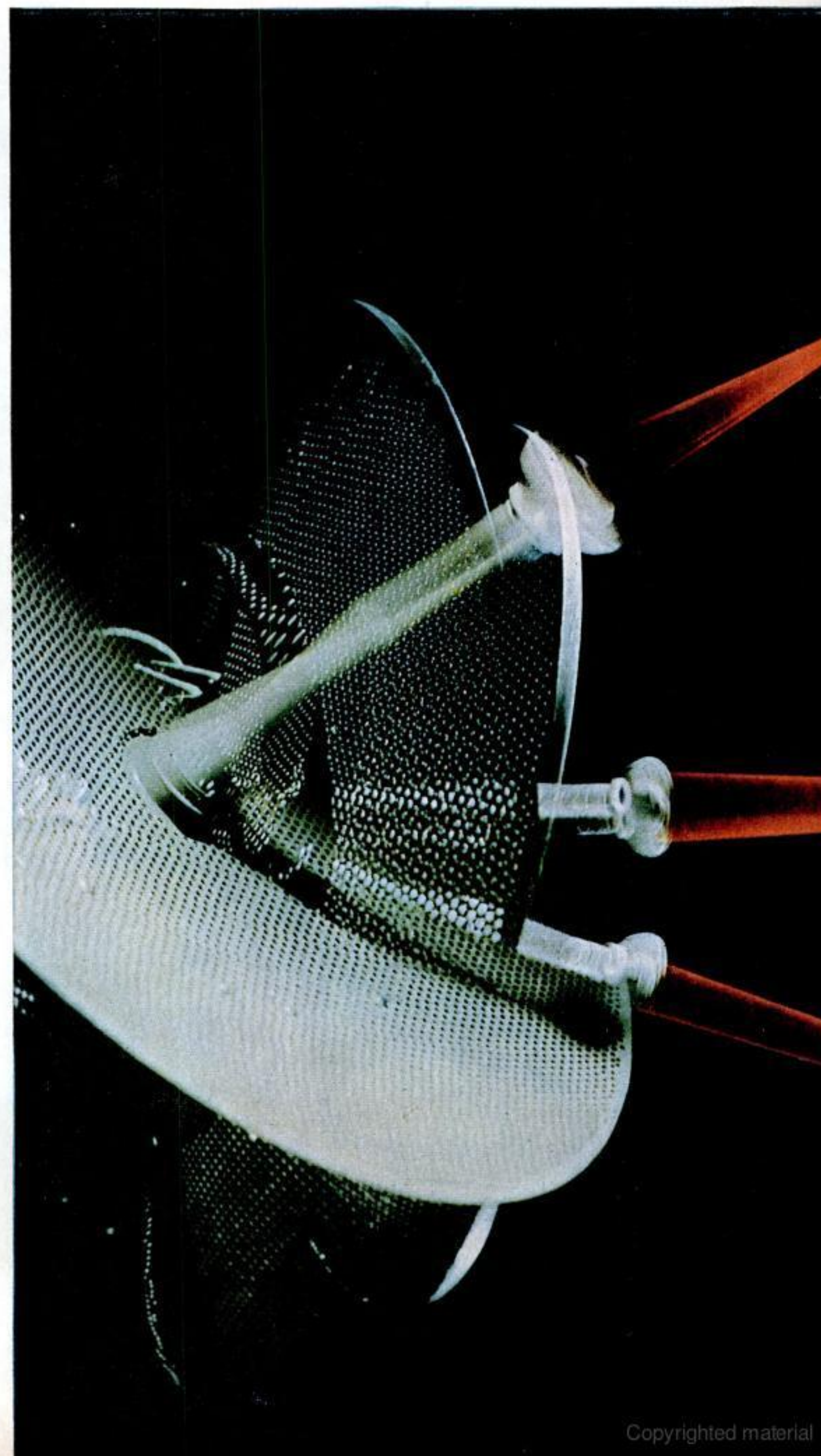
Local space trips, no further than to the moon, may use inertial navigation (above) developed for military aircraft and missiles. It is called "inertial" because the system is based on the physical law of inertia, which states that a moving object will travel in a straight line unless acted upon by an outside force. In the instrument, accelerometers linked with gyroscopes detect changes in speed and direction, keeping the ship steadily on course. The system, unlike the star tracker, is independent of anything outside the ship.

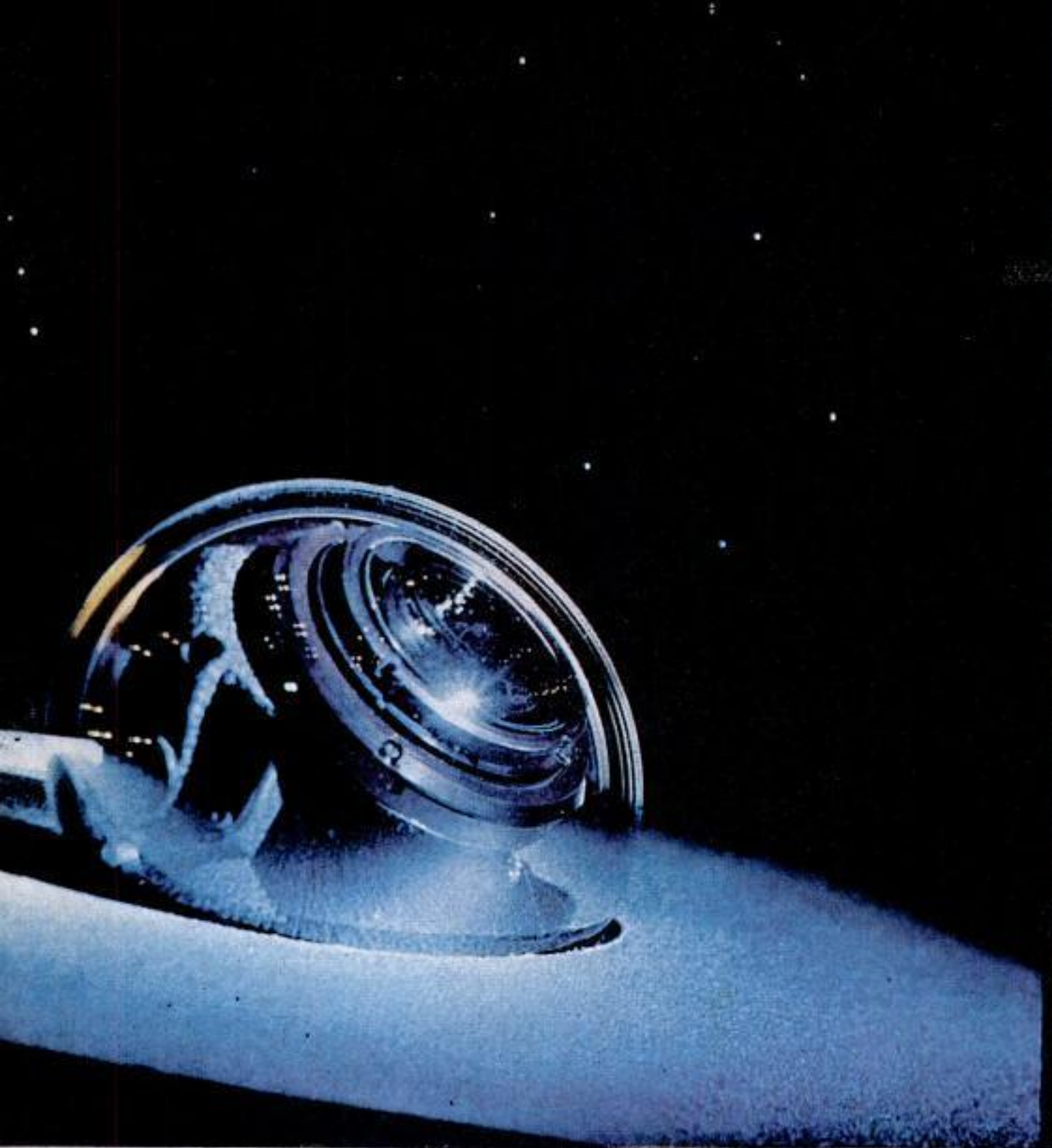
Travel outside the solar system presents a problem beyond engineering solutions. A lifetime may not be enough for trips many light-years long. Some scientists, however, take hope from Einstein's theory of relativity. This enormously abstruse theory states that measurement of time is related to the speed at which matter is moving—that time actually slows down as speed increases. At the speed of light, which is the ultimate speed of matter, time does not elapse at all. Therefore in a space ship traveling at almost the speed of light, almost no time would elapse—allowing the crew the equivalent of many earthly lifetimes for their journey.

RADIO TRACKER, made by Westinghouse, is demonstrated in multiple Exposure picture. Saucer-like antennae, shown in three positions, is turning to follow radio beam (red) from orbiting moon, and keeps guiding ship to intercept moon.

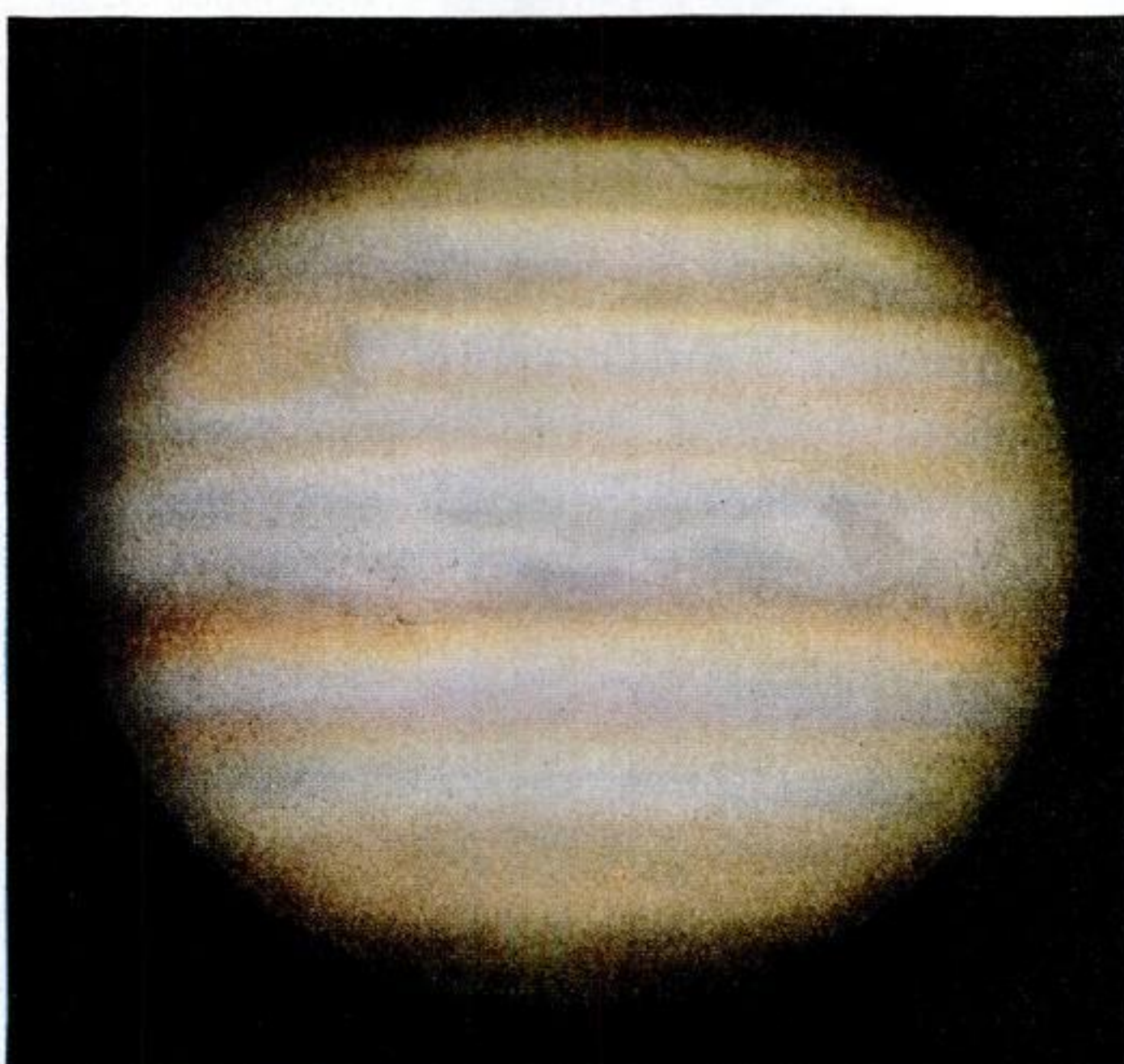
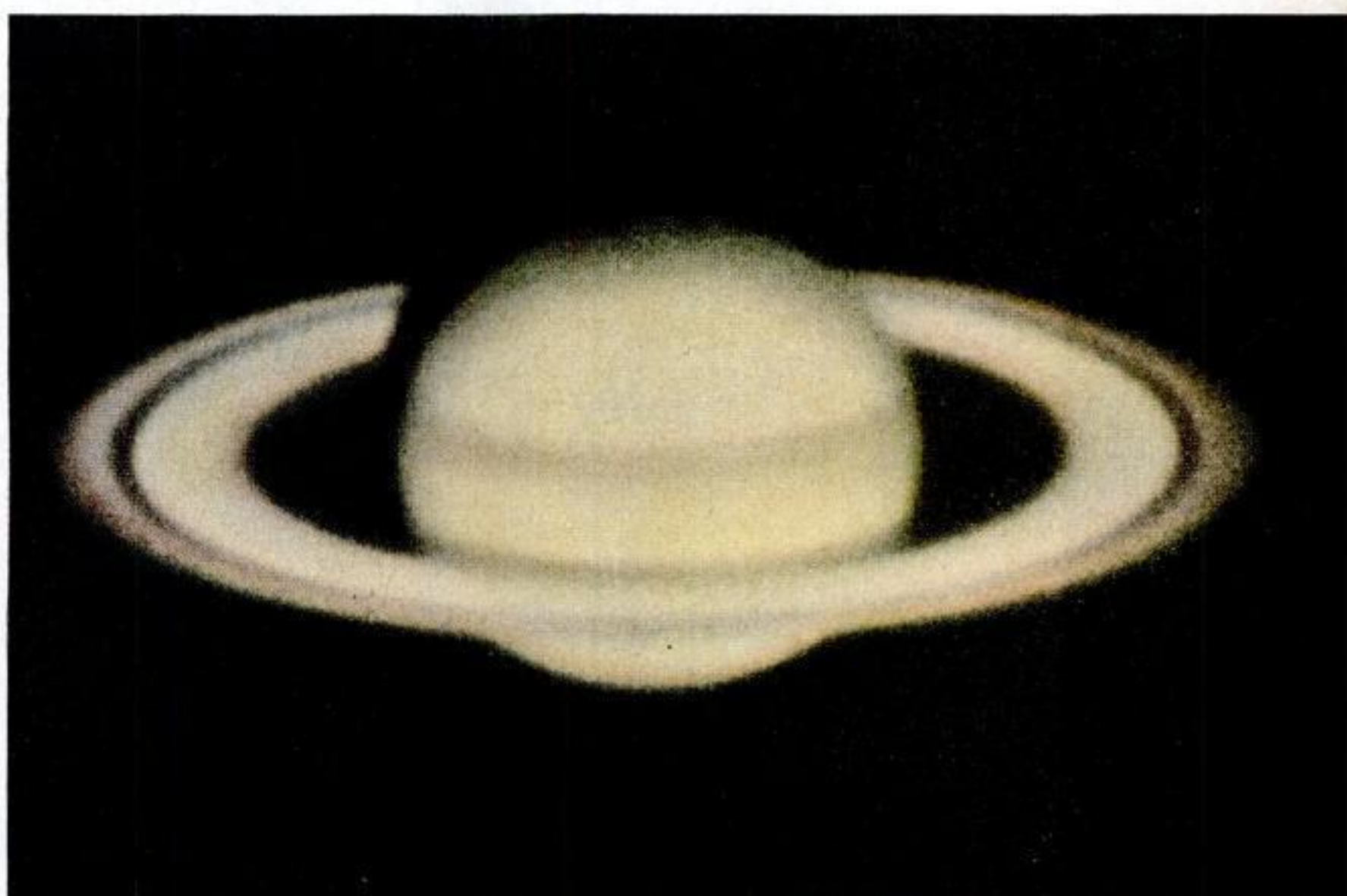
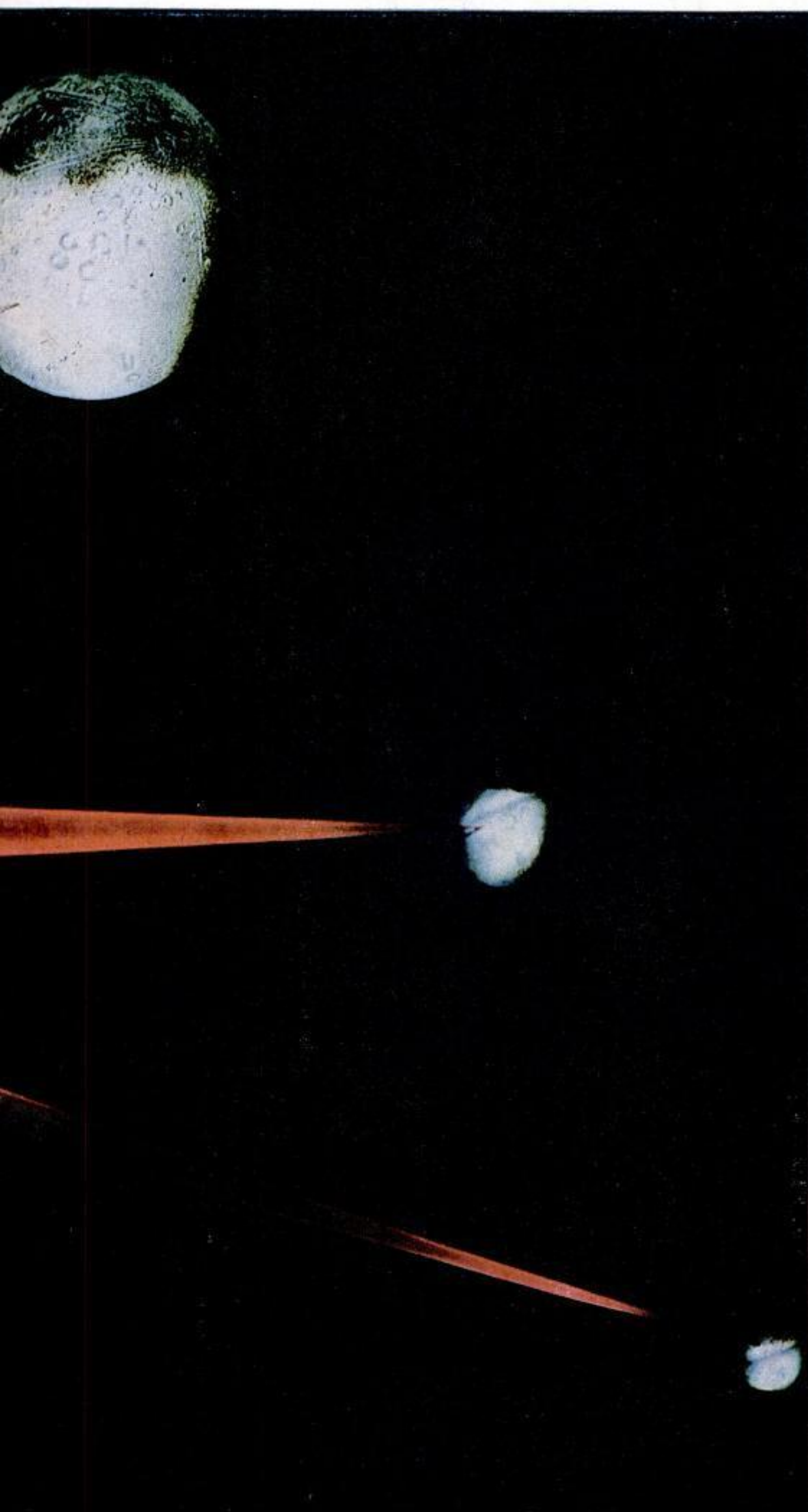


STAR FOLLOWER, the Kollsman Astro-Tracker, is a telescopic "eye" inside a glass bubble on the skin of the space ship. Here in a simulated trip to Mars tracker (in upper right of bubble) fixes on a star so distant that it is virtually a





stationary point of light. Like a mariner's sextant, tracker takes sights on this fixed point, feeds information to ship's electronic brain. Using three trackers, "brain" figures position, makes necessary adjustments to keep ship on course.



FUTURE DESTINATIONS for flights may be (*top to bottom*) Mars, Saturn and Jupiter shown in rare photographs by astrophysicist Dr. Robert C. Leighton. With ion engine, trip to Mars would take one year, Saturn two years, Jupiter 1½ years.

CONTINUED



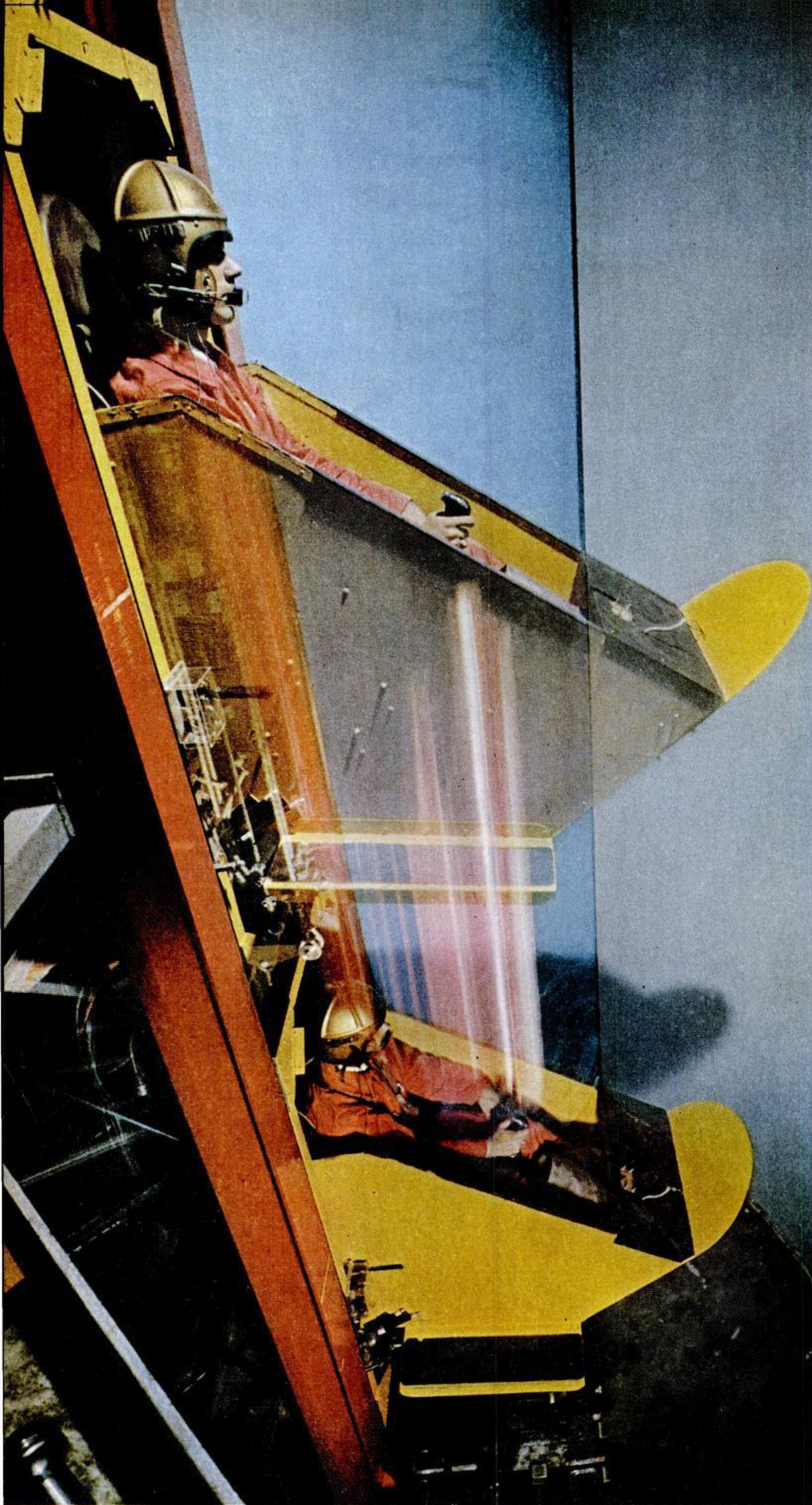
AIR FRICTION HEAT of 15,000°F. melts model missile nose at Avco Research Laboratory. Wind tunnel simulates re-entry of craft flying 10,900 mph.

THE RIGORS

Return to earth from a space journey poses vast problems to the engineer and dangers for the pilot. A space ship plunging into the atmosphere directly at earth would be annihilated in four seconds by air turbulence, which would shatter the ship with blows of thousands of pounds per square inch and by air friction heat, able to vaporize any material known to man.

To prevent the disastrous effects of air turbulence and heat, a space craft would spiral around the earth in a gradual, slowing descent. Or it would take brief "bites" out of the atmosphere, dipping down for less than a minute, then pulling up slightly before the next dip. The craft could be further braked by using reverse rockets, drag balloons or parachutes.

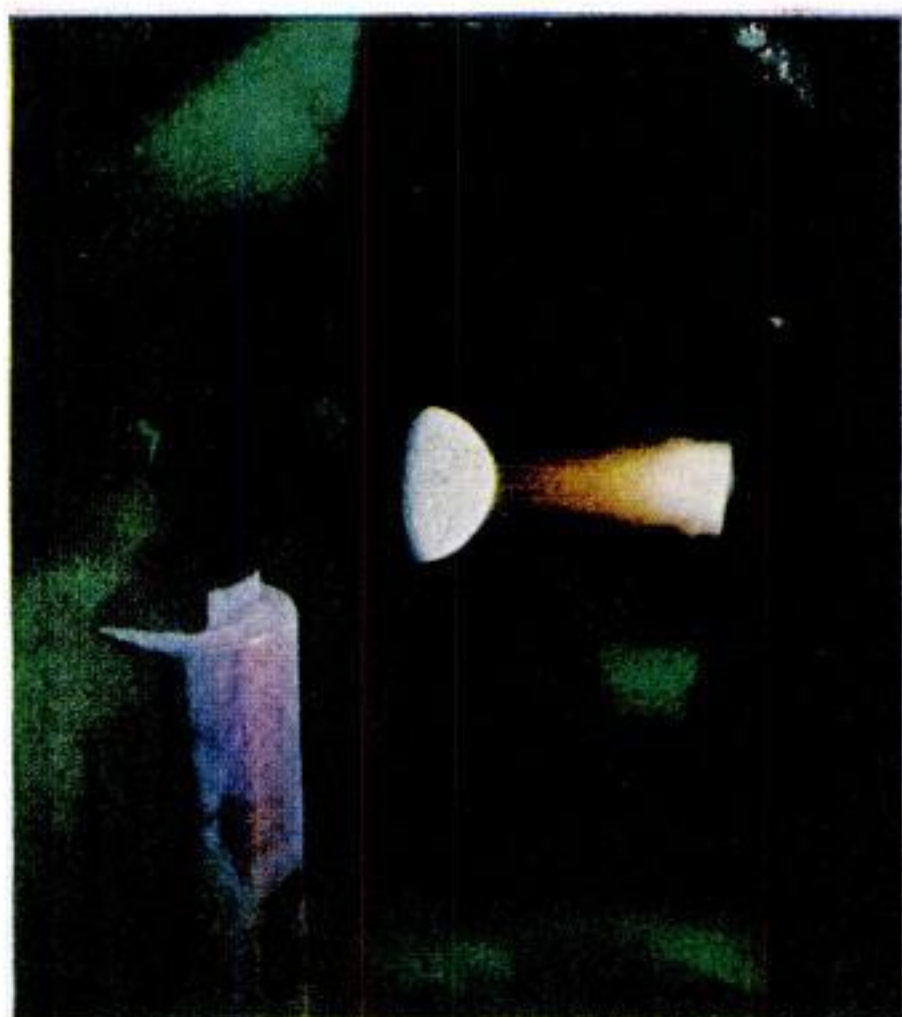
For additional protection from heat, the vehicle's nose, which bears the brunt of air friction heating, can be coated with a ceramic material (*above right*) able to withstand very high



PILOTING PROBLEM for re-entry is studied in cockpit moving on vertical tracks. Pilot "flying" simulated re-entry maneuver, finds feel of controls change as ship descends into denser air. As in the double exposure above, when a pilot overcontrols, the cockpit reacts as real craft—bucks up and down.

LOW-SPEED LANDING of high-speed shapes is studied (*right*) at Langley Field by National Advisory Committee for Aeronautics which also conducted piloting test above. Remote-controlled seven-foot-long model, driven by hydrogen peroxide engine, flies at varying speeds, tests landing attitudes.





CERAMIC COATING that can withstand heats up to 26,000°F. is sprayed onto a missile nose shape (left) by G. M. Giannini Laboratories' "plasma jet."

OF RE-ENTRY

temperatures. The ceramic material is porous, and liquid "sweated" through it would cool it through evaporation. Thus cooled, a ship could pace its flight back to earth.

In a descending ship, flight characteristics change drastically as controls have denser air to press against. A maneuver which was taking a broad movement of the controls suddenly requires a delicate touch. Overcontrolling will send the craft crazily out of control. Studies like those shown on opposite page are finding ways of overcoming these dangers.

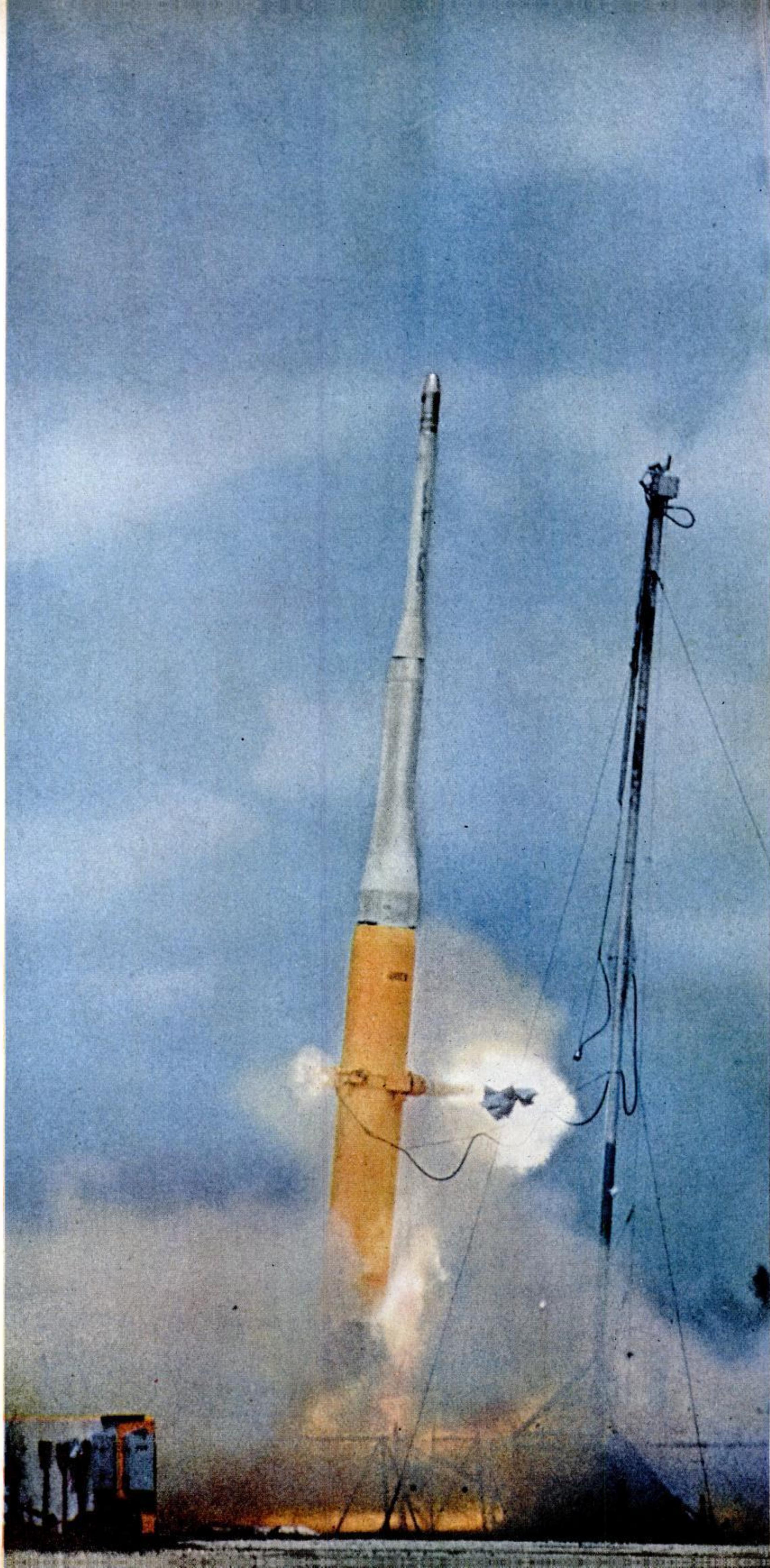
The small-winged, hypersonic (over 3,000-mph) shape made from thick, heavy metal is best for the speeds of re-entry into the atmosphere. But at lower speeds such a craft tends to fall like a stone. Research is under way to find means of saving a pilot who, having survived all the unknowns of space flight, in the end might perish in a prosaic airplane crash.



FORCE OF THREE "G"'s, which means three times the force of gravity, triples weight of subject's flesh, distorts his face as he is whirled on

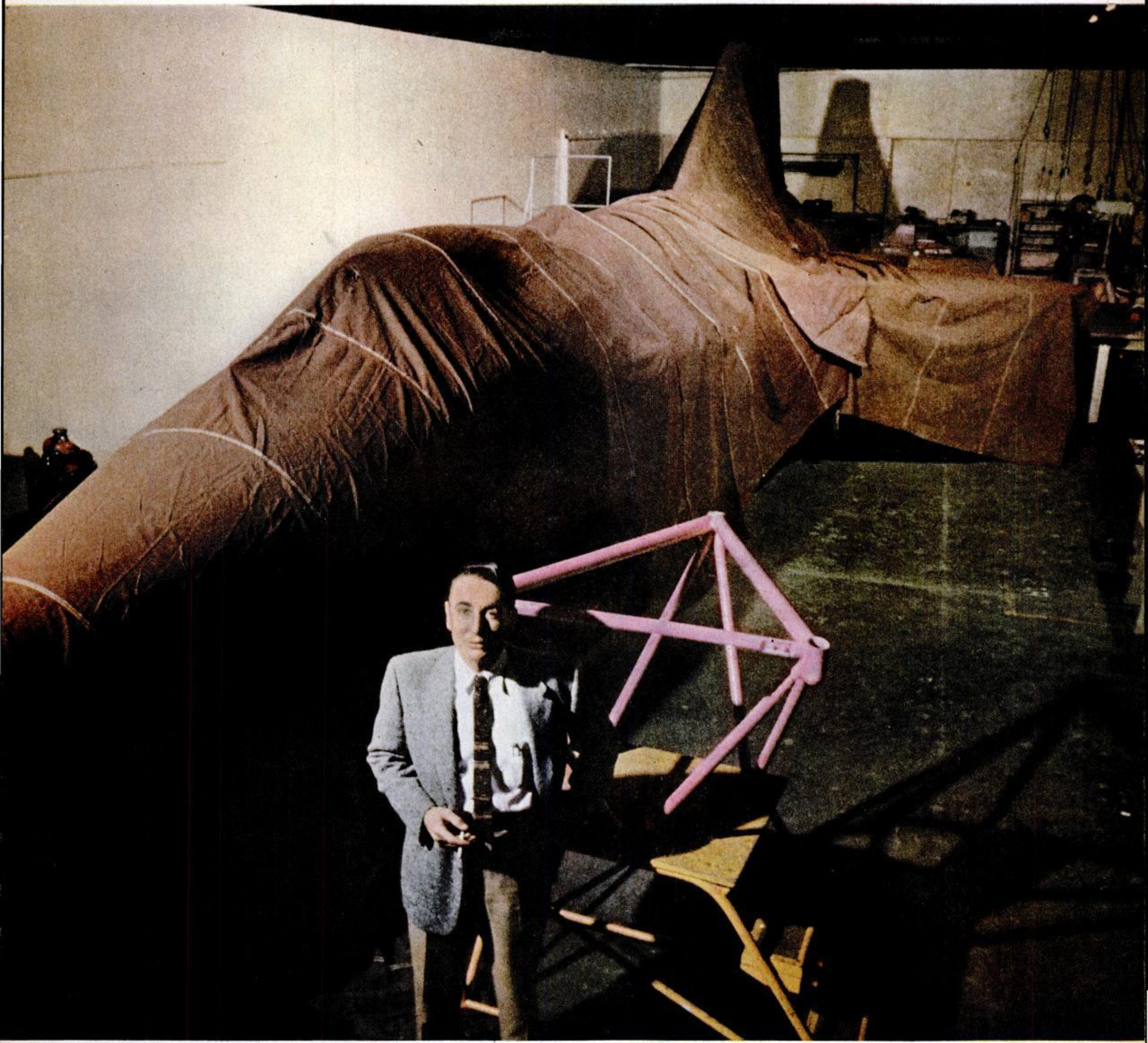
centrifuge at Wright Air Development Center. Experiment creates conditions pilot would endure as ship slows, re-entering atmosphere at shallow angle.





X-15 in full-scale, wooden model draped with tarpaulin for sake of secrecy, reveals stubby wings far in rear like a missile's tail fins. In the foreground is North American Test Pilot Scott Crossfield, 36, who will fly X-15.

X-17, a three-stage rocket, rises slowly at 85° angle from launching pad for research flight. Tiny rockets mounted sideways at middle of the orange-colored first stage are fired to spin missile and stabilize it as it gathers speed.



THE SHIP FOR THE FIRST AMERICAN TRIP

Man's progress toward interplanetary space travel will be made in comparatively short steps. Scientists are well along in the first: the study of the world that awaits travelers in space and the development of the equipment to rocket him there. Space satellites have transmitted vital information back to earth; so have instrument-carrying rockets, shot more than 2,000 miles into space. Some have survived to return unscathed to earth. One of these is Lockheed's X-17, a 9,000-mph research missile which experts say could be the basis for a rocket to reach the moon.

America's next step, which within four years can actually send man into space, is now being taken by North American in Los Angeles. The X-15 (*above*) is a manned rocket ship designed to reach 4,000 mph and an altitude of 150 miles. During an hour-long flight, air friction will heat its steel skin as high as 1,800°F. Its pilot will be weightless for six minutes.

Next after the X-15, manned satellites are planned, beginning with one that will be brought back to earth after a few days and eventually ending with a large permanent space station orbiting at 600 miles altitude. From this platform outside the atmosphere man could take off in weird ships (*following page*) for travel to the moon and beyond.

Much of the U.S. urgency to achieve space travel stems from an effort to match Russia's military and propaganda pace. But much more important to mankind is the promise space flight holds for basic science and technology. Study of exploding stars, made with greater exactness beyond earth's atmosphere, will help reveal the make-up of the atom's tiniest particles and give clues to the creation of the universe. And the knowledge compiled to explore the space frontiers will open technological horizons that will bring an entirely new dimension to man's civilization.

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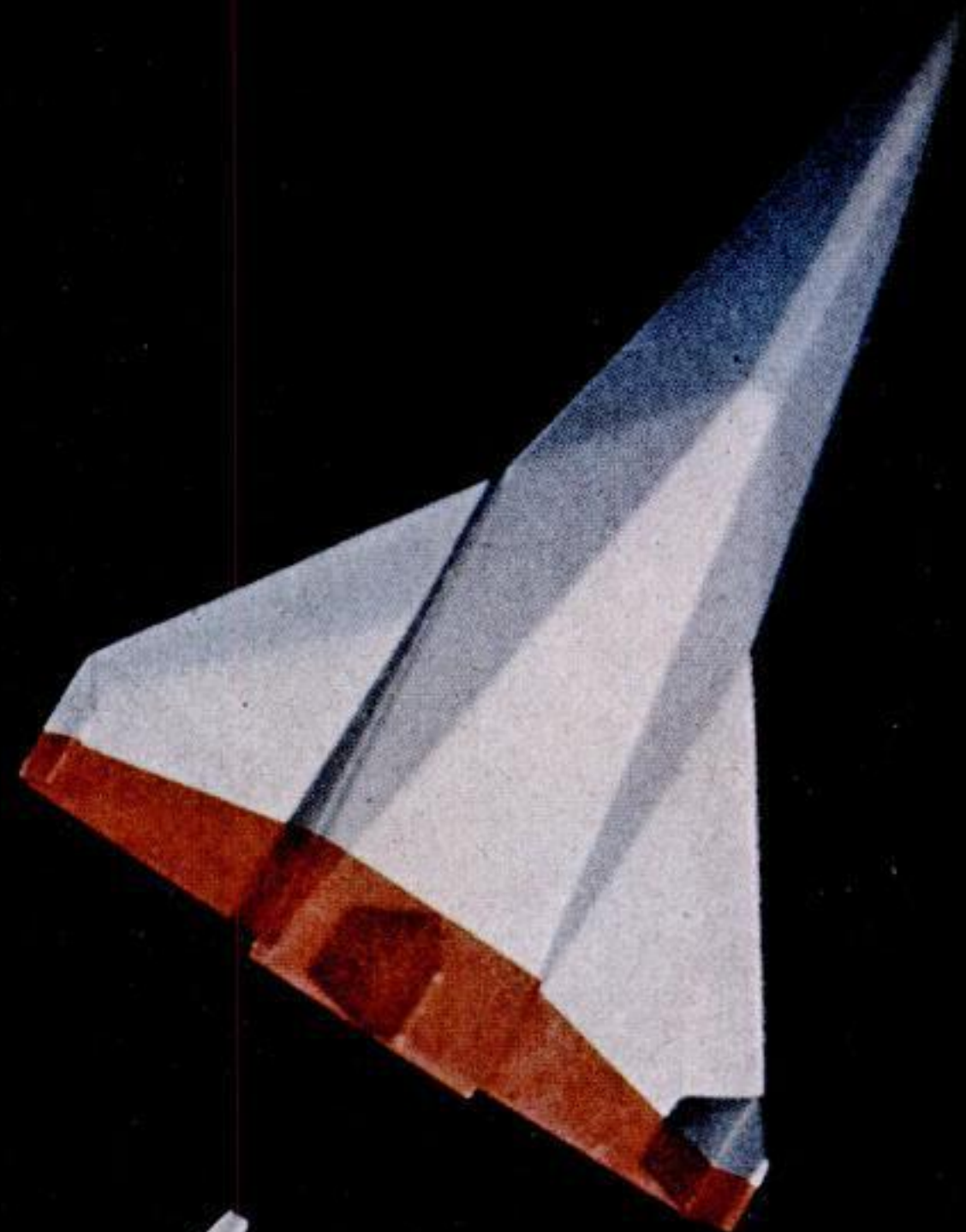
UNMANNED
SATELLITE
TENDER



FERRI SLED



MANNED
SATELLITE
TENDER

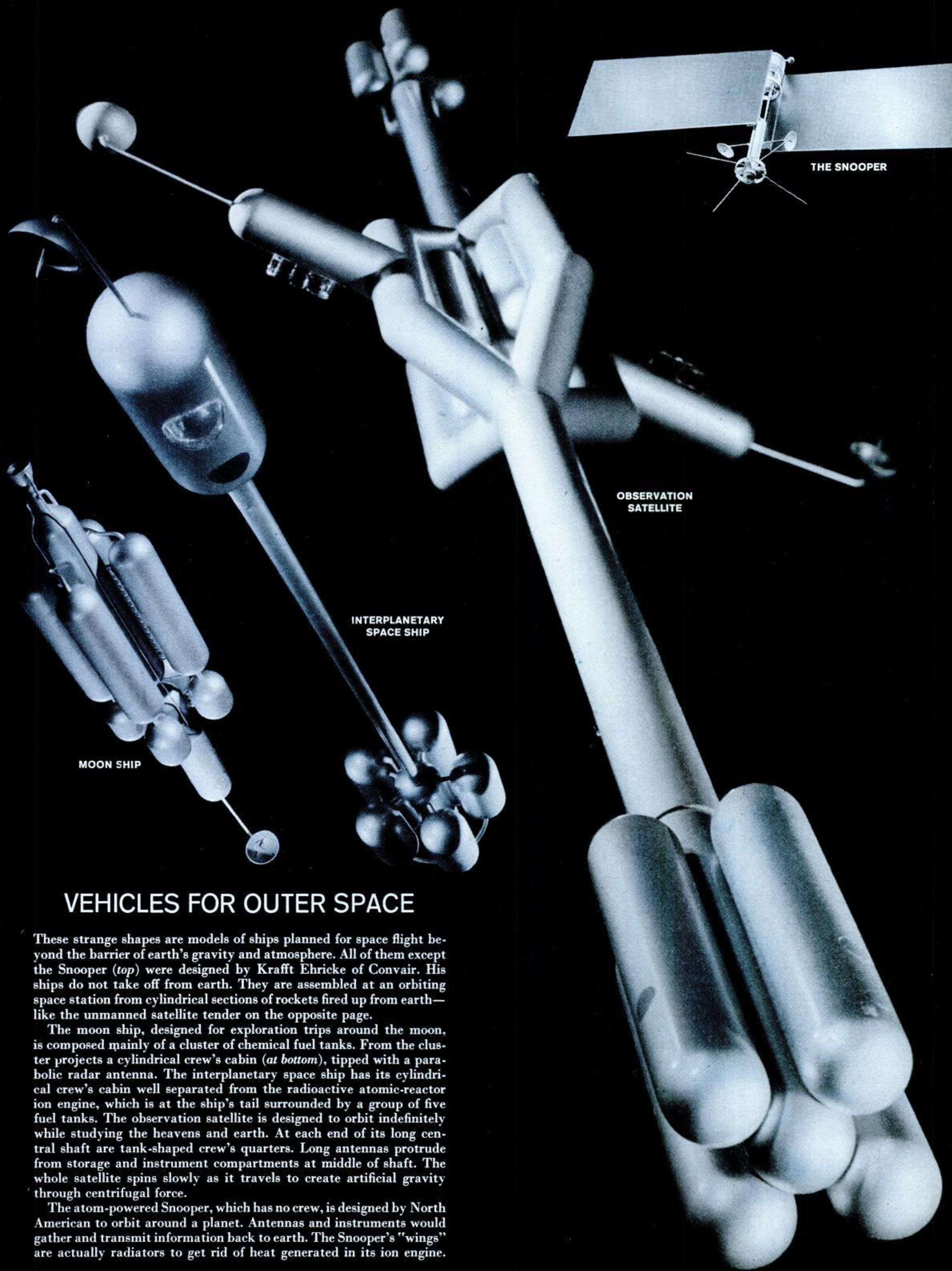


DRAG BRAKE

SHIPS FOR EXIT AND RETURN

Space flight will require a fleet of specialized ships for different kinds of space journeys. The ones shown on this page are designed for getting in and out of the earth's atmosphere and would serve largely as vehicles between earth and orbiting space stations. The long ships are three-stage rockets designed to service a satellite. The unmanned satellite tender would ferry supplies to the station in its cargo-carrying nose section, which would be retained at the satellite station and built into its structure as a fuel tank or a living chamber. The winged nose of the manned satellite tender carries four passengers and is designed also to glide back through earth's atmosphere.

The Ferri Sled and the Drag Brake are both ships for returning men to earth. Both feature unusual solutions to the problem of air-friction heating. The Ferri Sled, designed at Brooklyn Polytechnic Institute, is a cylinder whose outer shell opens along the top to form a glider with hollow wings. The inner wing surfaces, protected from the rush of air, do not heat up from friction and dissipate heat generated by friction in the outer surfaces. The Drag Brake, designed by Avco Research Laboratory, has a curious loop shape with a bulging cabin. The craft's motion through the air creates an electric current over its surface. Inside the loop a magnetic field is artificially generated. By a complicated electromagnetic effect, the electric current "collides" with the magnetic field. This slows the ship down, prevents excessive heating.



THE SNOOPER

OBSERVATION
SATELLITE

INTERPLANETARY
SPACE SHIP

MOON SHIP

VEHICLES FOR OUTER SPACE

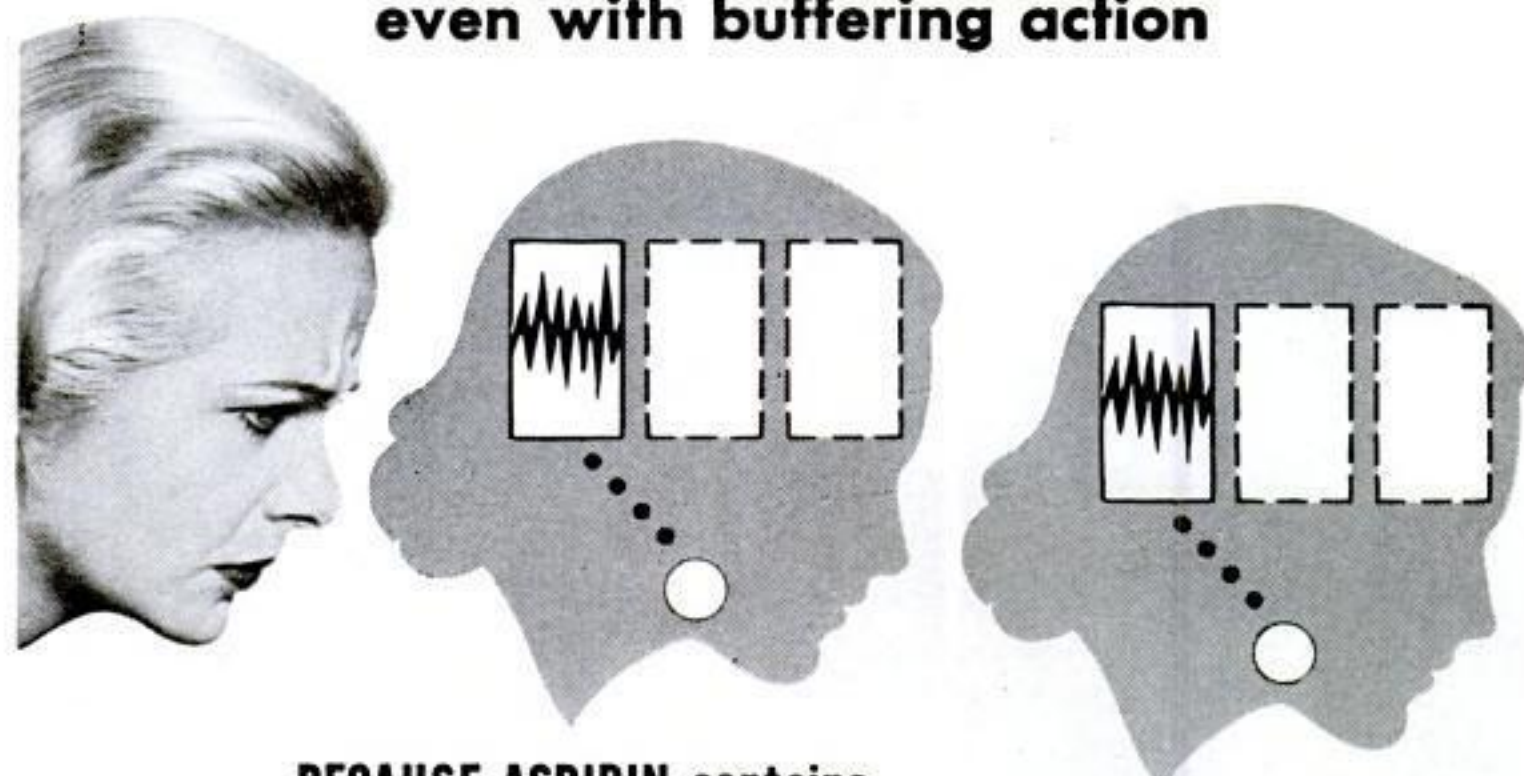
These strange shapes are models of ships planned for space flight beyond the barrier of earth's gravity and atmosphere. All of them except the Snooper (top) were designed by Krafft Ehrlicke of Convair. His ships do not take off from earth. They are assembled at an orbiting space station from cylindrical sections of rockets fired up from earth—like the unmanned satellite tender on the opposite page.

The moon ship, designed for exploration trips around the moon, is composed mainly of a cluster of chemical fuel tanks. From the cluster projects a cylindrical crew's cabin (at bottom), tipped with a parabolic radar antenna. The interplanetary space ship has its cylindrical crew's cabin well separated from the radioactive atomic-reactor ion engine, which is at the ship's tail surrounded by a group of five fuel tanks. The observation satellite is designed to orbit indefinitely while studying the heavens and earth. At each end of its long central shaft are tank-shaped crew's quarters. Long antennas protrude from storage and instrument compartments at middle of shaft. The whole satellite spins slowly as it travels to create artificial gravity through centrifugal force.

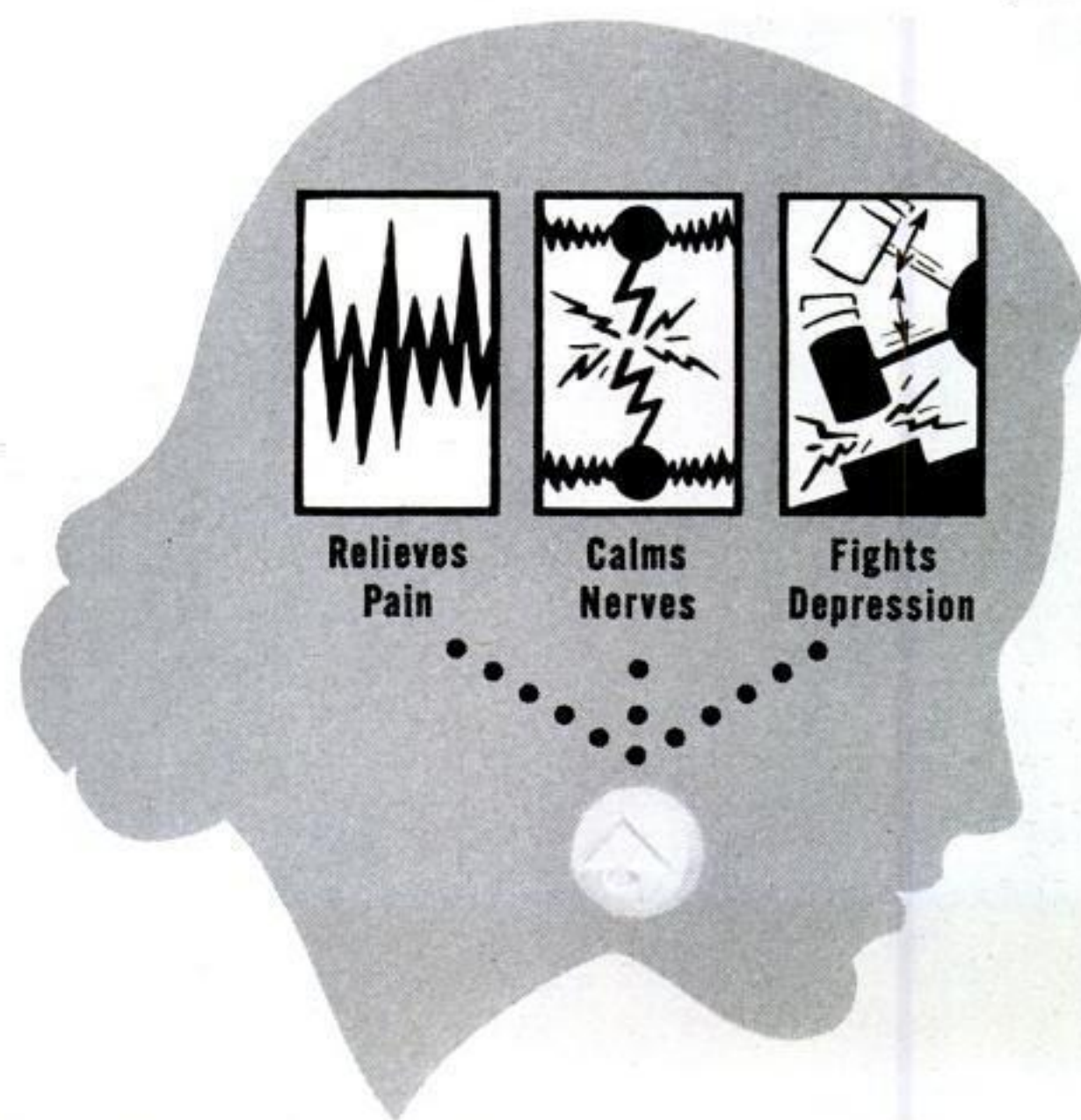
The atom-powered Snooper, which has no crew, is designed by North American to orbit around a planet. Antennas and instruments would gather and transmit information back to earth. The Snooper's "wings" are actually radiators to get rid of heat generated in its ion engine.

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even with buffering action



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**3 out of 4 doctors
recommend the ingredients
of ANACIN**



SPACE FRONTIER CONTINUED



A LOCALE OF OTHER LIFE may be the Andromeda galaxy, 1.6 million light years away, and the intervening curtain of stars belonging to our Milky Way galaxy. One out of every hundred of these billions upon billions of stars may have life-bearing planets like earth. The spiral, flat Andromeda nebula measures 150,000 light years across, is half again the size of Milky Way galaxy. Large spot of light below Andromeda is small, companion galaxy.

OTHER BEINGS ON OTHER PLANETS?

Today man is looking out at the star-filled heavens with new curiosity, asking if tomorrow's space explorers may find other beings on other worlds. Based on science's rapidly expanding knowledge, the answer is "Yes." Eminent astronomers are sure conditions suitable for life exist elsewhere.

Our galaxy, called the Milky Way galaxy, contains roughly 400 billion stars and Dr. Gerard Kuiper, director of the Yerkes Observatory, believes that about 10 billion of the stars do have sets of planets orbiting around them. These are invisible to terrestrial telescopes because planets are cold masses emitting no light of their own. Assuming that our planetary solar system is typical, Dr. Kuiper estimates that there are about 100 billion planets in our own galaxy alone. In the entire universe there may be over 100 billion galaxies like ours and Andromeda (*above*).

If other solar systems are like ours, about 10% or 10 billion planets in our galaxy are orbiting in a temperate "life zone," at just the right distance from their sun where liquid water, air and vital chemicals could exist. Where these ingredients do exist, so may living cells. "Life is probably the inevitable consequence of chemical evolution wherever physics, chemistry and climatology are right," Harlow Shapley of the Harvard University Observatory maintains.

To support their conclusions, astronomers turn to the mathematical theory of probability which holds it inconceivable that out of 10 billion "inhabitable" planets in the galaxy our earth is the only one where conditions are right for the evolution of life. In fact, though man's 5½ billion-year-old earth is actually middle-aged by celestial standards, there may well be a multitude of other planets on which life has been evolving millions of years longer than on earth. If space-ships which approach the speed of light could be built and if man ever reaches distant planets, he may, on arriving, find himself to be just a primitive Johnny-come-lately compared to the local inhabitants.

FEB. 17—NEW PATTERNS OF A NATION'S HEALTH

Medicine extends man's life through the use
of new chemicals, machines and spare parts



ALL FOR WHAT?

To depict the murder of Rasputin in Petrograd 40 years ago, LIFE Artist Morton Roberts needed to know a great many facts: the shape of the room, the cast of the light, the stance of the victim, the stealth of the assassin, the throw of the bear rug, the placement of the crucifix. It took more than 50 hours of research to get him those facts. But the result is this painting—the most authentic re-creation of the famous death scene ever done. It will appear as one of 55 full color illustrations in LIFE's series on the Russian Revolution, which begins in next week's issue.

This detailed delving for facts—simply to substantiate a *single* illustration—reflects the thoroughness of all the research behind LIFE's forthcoming four-part series on the most important political event of modern times.

Over the past 18 months, in countries all over the world, hundreds of interviews were conducted. Revolutionaries who took part in the rising and survived were ferreted out. So were former secret agents and counterspies. The reigning Pope, Pius XII, the president of West Germany and the ex-President of Switzerland, members of British parliament, scores of cabinet ministers and diplomats all were probed for their recollections and experiences in this worldwide search for the facts of the Russian Revolution. More than 100,000 documents were unearthed and analyzed, more than 20,000 feet of microfilm were painstakingly reviewed; 800 books were read and extracted as background for this series.

All for what?

For this: to give you *for the first time* all that is essential to know for a complete understanding of the Russian Revolution. Here is the history of a ruthless conspiracy, told in terms of violent people whose plots and subversions and zeal so changed the shape of the world today that it will never again be the same. Begin the "Russian Revolution" in LIFE next week. It couldn't be more exciting. And certainly nothing is more important reading for you and your family in these crucial times.

ANDREW HEISKELL, *Publisher*

'A Tall Girl Is Everybody's

A ST. LOUIS BLONDE HAS 6-FT.-2 TRIALS

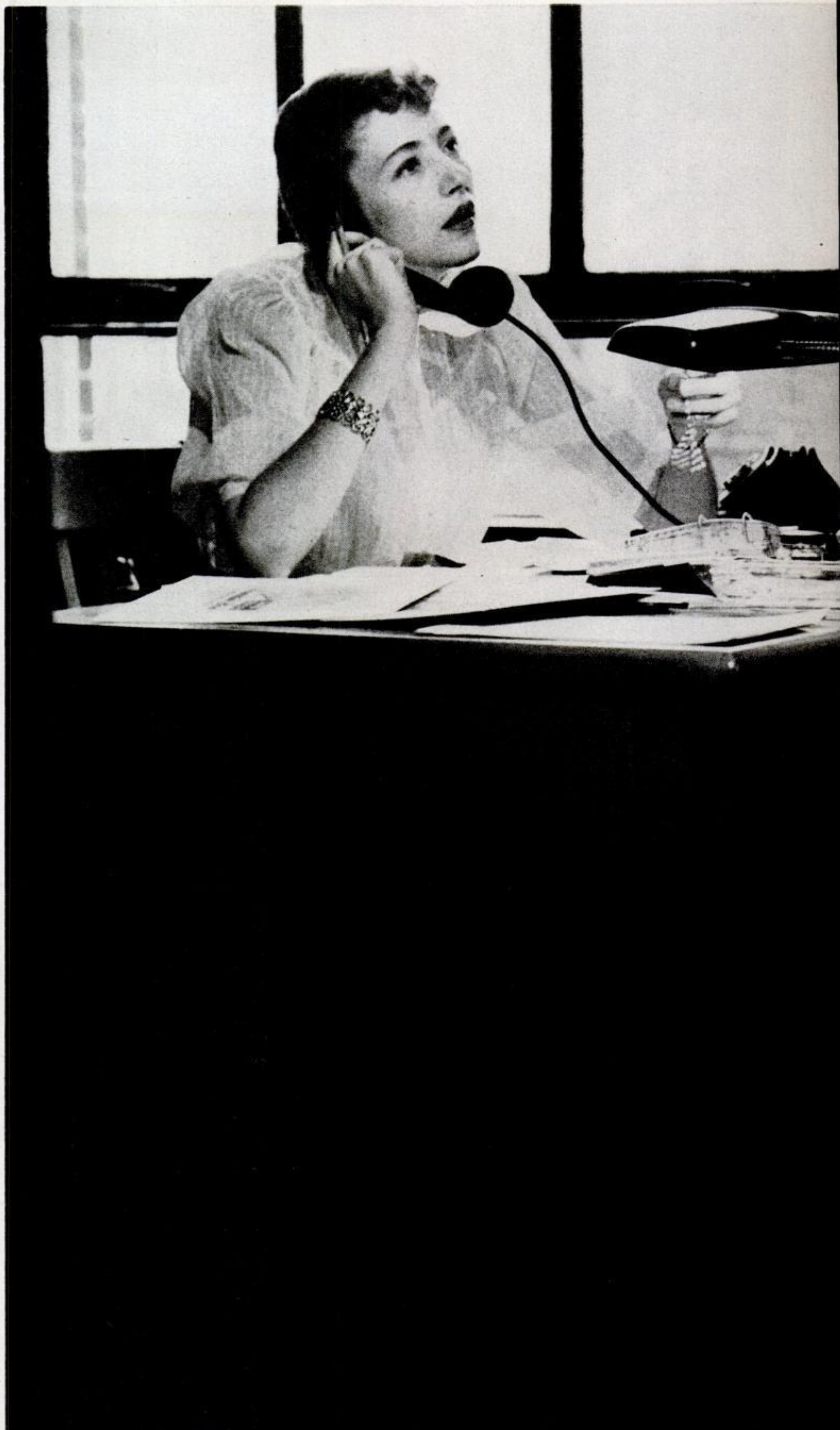
Elizabeth Bassett Burton, a pretty blonde with blue eyes who stands 6 feet 2 inches "without even a thin layer of dust underfoot," has learned to smile automatically when men carol "6-feet-2, eyes of blue" at her. "It's the rare guy who doesn't think of this ditty," she remarks with only a trace of bitterness. She always answers politely when strangers crack, "How's the view up there?" or simply ask in awe: "How tall are you?" But sometimes she would rather snarl, "Sorry. I lost my altimeter," or snap back, "I'm not tall—you must be shrinking."

Unlike the tall man (LIFE, Oct. 8, 1956) who considered his 6 feet 6 inches an advantage—except for the minor physical irritations of doors that are too low, beds that are too short, chairs that are leg-cramping—Elizabeth says, "If I were not tall, I could fit much more simply into the general scheme of things. If I were fat or small there wouldn't be so many questions. But a tall girl is everybody's business."

At 25, Elizabeth has a job as copywriter for the Judd Advertising Agency in St. Louis and many friends, both men and women. "Women are never jealous of me," she explains. "They don't think I'm any competition. Maybe this should go on the plus side of being tall but I'm not sure." Society thinks girls should be shorter than their men. "I think this is silly. I once had a beau who was an inch taller than I am. But I didn't like him much. I don't object to shorter dates but men are wildly conservative. I've a friend 5 feet 8 inches tall and he won't walk down the street with me because people stare and it embarrasses him. I'm used to being on parade, but I suffer for my companions."



MAKE-UP GYMNASTICS enable Elizabeth to use office mirror. She is so used to things that are too small that she scarcely notices the inconvenience.



FEET STICKING OUT, Elizabeth sits at desk in her office. Like most tall people she finds standard office equipment uncomfortable but there is little

she can do about it. Taking her shoes off helps some. Accounts for which she writes advertising copy include a Pontiac agency and several banks.

Business'



CURLED UP LEGS are necessary to fit Elizabeth in shoe-store seat. Here she buys a \$27.95 pair of shoes with heels that make her 6 feet 5 inches tall.



TOWERING OVER BOSS, Elizabeth leans over Terrill Judd's desk. Complicated stance she is using, she says, keeps her from getting curvature of the

spine which afflicts many tall people. Elizabeth has never developed a slouch to minimize her height. "I am tall," she says, "but at least I am straight."



CONTINUED



DRAMATIC HATS are the favorites of Elizabeth though they make her more conspicuous. Here on the eve of a date she tries on a bulky new fur model.



LUNCHEON DATE at Hofbrau restaurant with Don Beimdick finds Elizabeth in her new hat. "Sure people stared," she says, "but that's nothing new."

WEARING HIGH HEELS (right) because she was "in that mood," Elizabeth looms over men at party. "But," she says, "I look up to them as men."



NEVER A BRIDESMAID, on account of her height, Elizabeth admires the bridal dress of her friend Jocelyn Moelenpah (above) night before the

wedding. At left, bridesmaid Eve McRoberts adjusts Jocelyn's veil. Eve kidded Elizabeth about catching the bride's bouquet. "You have an unfair advan-

'Since I am an Eiffel Tower





tage," she said. "I don't stand a chance." At the wedding Elizabeth politely stood far behind Eve to give her a better chance. Eve caught the bouquet.

I play it up'

"There are times when I am walking down the street dodging awnings as usual," Elizabeth says, "I pass a crippled man selling pencils or a blind musician. I always fork out money because they are ugly ducklings and I know what that's like. I feel sorry for these characters, but I can't afford to feel sorry for myself. Not even when my best friends get married and I'm not asked to be a bridesmaid. How can you incorporate a 6-foot, 2-inch girl into a sensible wedding procession?"

Clothes are a preoccupation with Elizabeth. "Since I am an Eiffel Tower I play it up. I am looked at more than other people, so I always try to be dressed for my audience." Elizabeth buys most of her dresses from two tall-girl shops. When she tries other places, they never have anything long enough—but sometimes suggest putting a ruffle around the bottom. When hems have to be let down her mother helps her. Elizabeth is very close to her family, goes to church with them every Sunday and has dinner with them several times a week. Her mother and father are both 5 feet 10 inches tall. "I surprised them," she says.

Elizabeth has several pairs of high-heeled shoes which she loves but wears infrequently. "I ask my date in advance if he'd rather have me wear flat heels and invariably he'd rather."

TESTING A NEW HAIRDO Elizabeth wistfully studies effect. She often copies styles from magazines, says "It's fun to try to be a glamor girl."



'Exercise keeps me fit and art bucks me up'



FLINGING LEG UP, Elizabeth mounts unsaddled horse. Seated, she can wrap legs around horse's belly. She stands a hand higher than most horses.

INDIAN LEG WRESTLER, she usually wins because of her long legs. Below, in her apartment, she competes with Keith Stocker who was upended.



Elizabeth weighs 140 pounds and in spite of the enormous meals she eats—three meals a day, two of them five courses, with easily four between-meal snacks—she never gains weight. She thinks she is too skinny and is addicted to thick malted milks. At school Elizabeth was called "Bird Legs" Burton. She reached six feet by the age of 13, then suddenly stopped growing. "Everybody thought I couldn't get any taller, but six months later I began growing again and in three years zoomed up two more inches." Elizabeth recalls that "the high school basketball coach used to look at me longingly and mutter 'If only you were a boy.'" Nowadays she plays volley ball and water polo with men. And her at-home parties are likely to turn into athletic meets (*left, below*).

To balance the strenuous life Elizabeth has some serious pursuits. "While exercise keeps me fit," she says, "art bucks me up." She wants to write—"Well, like a girl Tom Wolfe; he was four inches taller than I am." She paints and enjoys going to museums, finding a special consolation in some of the art works. "I really go for Siegfried," she says of the sculpture by Franz Siefert below. "This man is solid bronze and 15 feet tall. He makes me feel small."



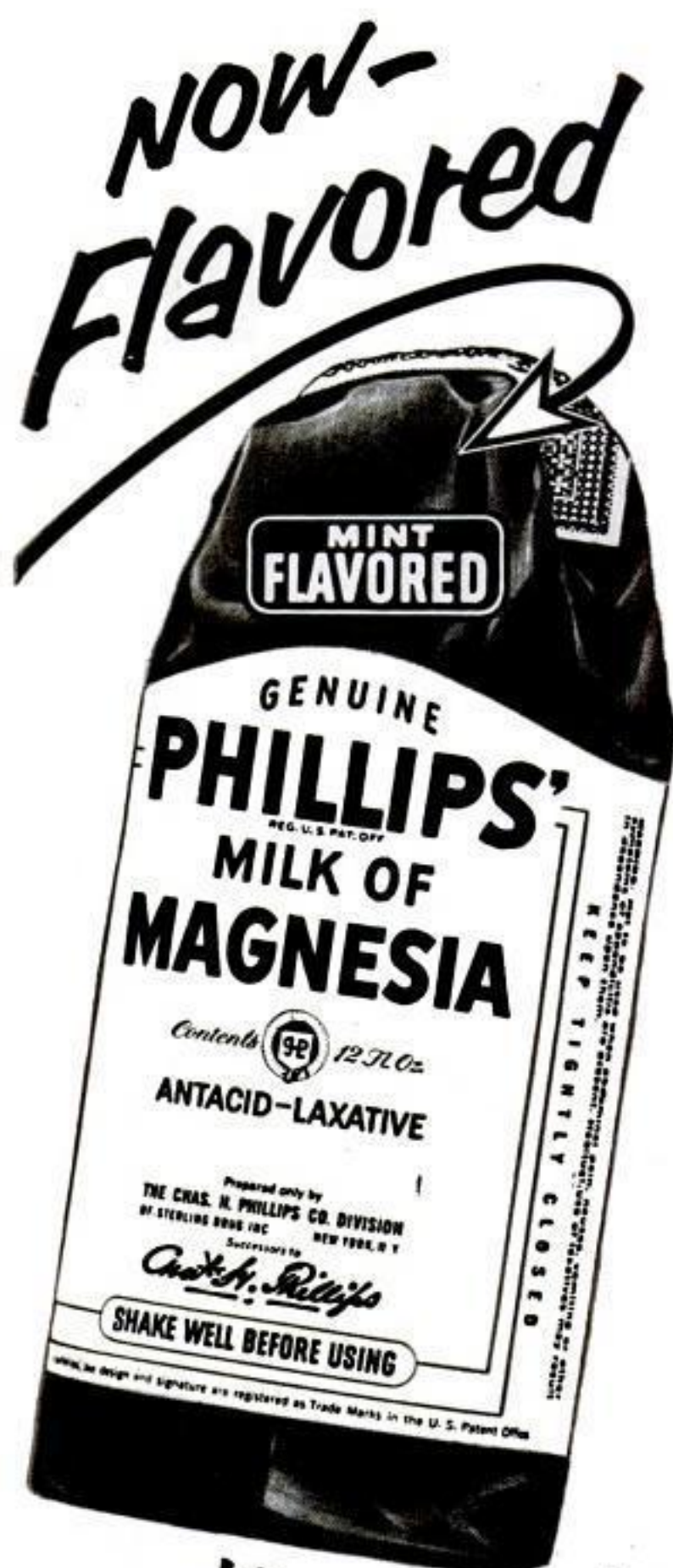
VISITING FRIEND, in City Art Museum, she touches statue, *Young Siegfried*. "When I need to see somebody taller than I am, I call on Siegfried."

FINDING SOLACE in museum, Elizabeth stands by André Derain painting (*right*). "I dance with short men," she says, "but they look less satisfied."



THEATER

A DRAMA OF SHADOW



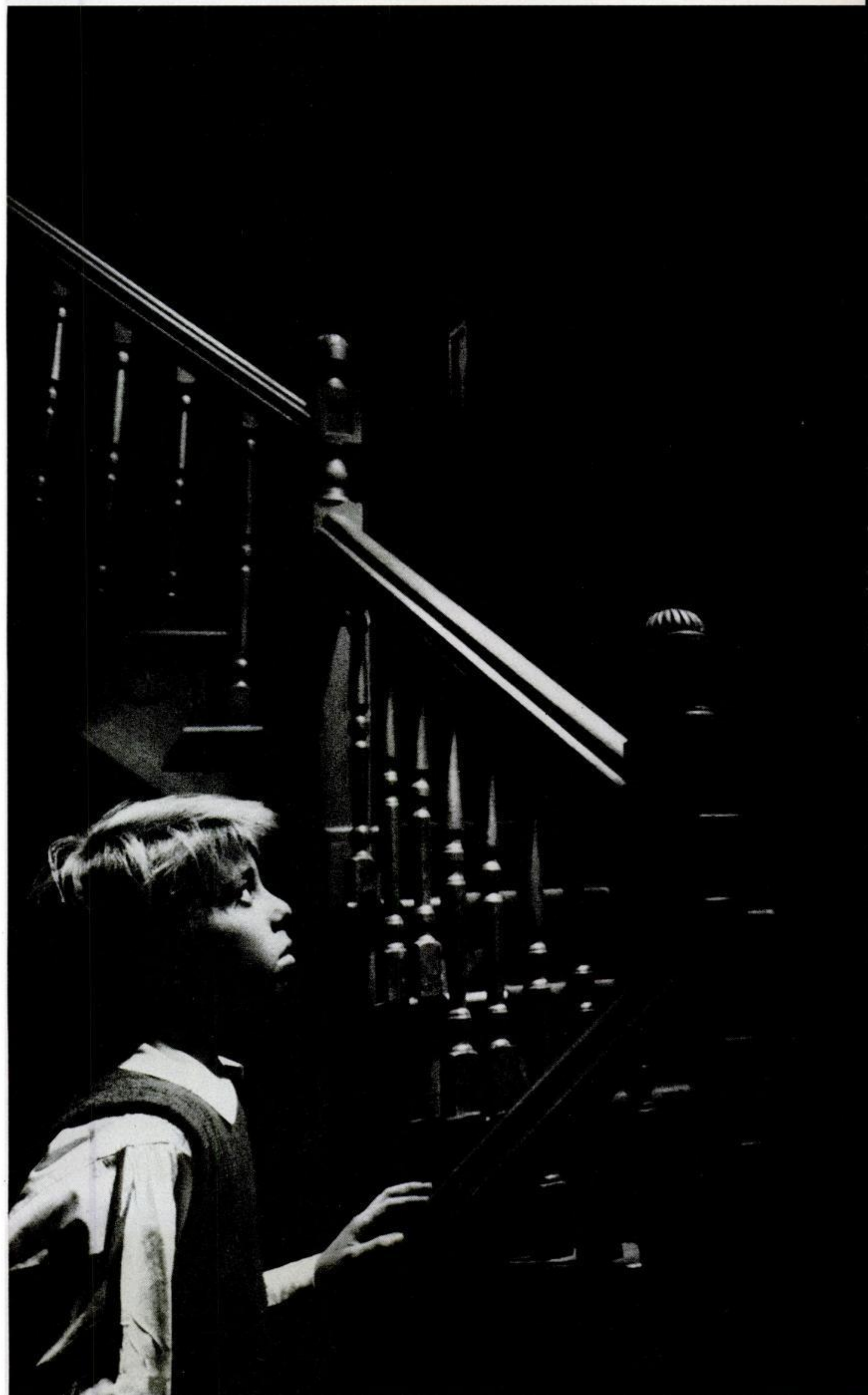
At the same price as regular

**NEW
MINT-FLAVORED FORM
TASTES WONDERFULLY
CLEAN AND REFRESHING**

As a laxative, Phillips' gives more *complete* relief than preparations which act only on constipation. Phillips' is actually *more* than a laxative. It also relieves the acid indigestion which frequently accompanies constipation. Works leisurely, too—without embarrassing urgency. Taken with water at bedtime when necessary, Phillips' brings relief by morning, so you start your day feeling bright and refreshed.

As an antacid, Phillips' settles your stomach in seconds! Scientific tests show that—in just a matter of seconds—Phillips' neutralizes the excess stomach acids which cause upset stomach, gas, heartburn and other symptoms of acid indigestion. Phillips' works with remarkable speed because it is one of the fastest, most effective stomach acid neutralizers ever discovered.

**✓ Regular PHILLIPS'
Milk of Magnesia
continues unchanged!**



WITH CHILDISH FEAR Sonny Flood (Charles Saari) peers up the ominously dark stairs of his home and voices

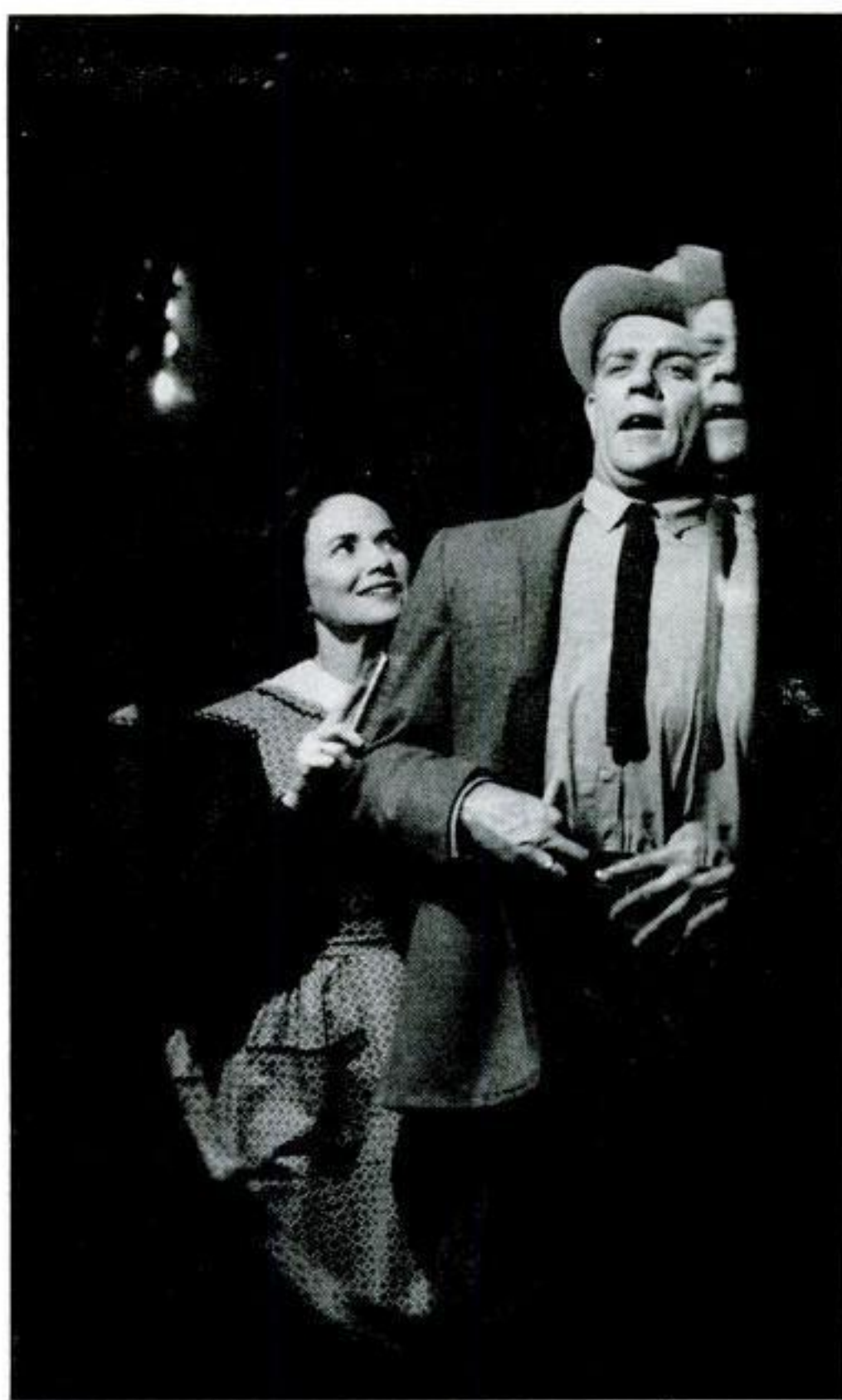
a universal dread of the unknown when he confesses that he is afraid "cause you can't see what's in front of you."

AND LIGHT

'Dark at Top of the Stairs'
is newest and best Inge hit

William Inge gave his latest and most absorbing Broadway play a haunting title, *The Dark at the Top of the Stairs*, referring in this poetic phrase to the fear of the future that troubles most of the characters. A cocky ex-cowboy, Rubin Flood, who has become a traveling salesman, is inwardly uneasy in an up-and-coming Oklahoma town. He says, "I wonder if it ain't a lot easier to pioneer a country than to settle down in it." His doting wife fears his restlessness means she will lose him. Their 16-year-old daughter is painfully shy; their lonely 10-year-old son fears losing his mother's love. A minor family crisis over a party dress brings these fears to the surface—and the Floods to a deeper understanding of each other.

Dark is Inge's fourth successive Broadway hit. For all its sober moments it is shot through with comedy and shows off Inge's great gift for catching the lingo of the average U.S. small-town household. If the play adds up to a series of funny and poignant family vignettes rather than a strictly unified drama, it is held together by Elia Kazan's masterful directing of an excellent cast. It is given final unity by Inge's over-all theme that there is enough spunk in plain people to carry most of them through the dark.



MASK OF CONFIDENCE on Rubin Flood (Pat Hingle) with his wife (Teresa Wright) is reflected in a mirror.



MASK OF JOY lights the face of Reenie Flood (Judith Robinson) as she holds up dress her mother bought her to

wear to a party that Reenie is really afraid to attend. Her flapper chum (Evans Evans) sees nothing but fun ahead.

CONTINUED

Looking for Something?



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**FROM PET SHOPS
TO SLIP COVERS**
whatever you need-



Ads displaying this emblem
make your shopping easy.



good



better



best

If you take aspirin or buffered aspirin for a cold or the flu, two aspirin tablets are more effective than one as a pain reliever.

Better still is one aspirin and one Coldene Tablet. This combination gives pain relief plus relief for other miseries as well.

But—for fastest, surest relief—for feelable relief in minutes from the symptoms of a cold or the flu, take two Coldene Tablets every three hours.

Coldene Tablets . . . 1. give effective relief from sneezes, sniffles, stuffy nose . . . 2. help ease raw and irritated throat membranes . . . 3. are the only cold tablets that relieve a cough . . . 4. calm that tiring, ache-all-over feeling . . . 5. get into the bloodstream fast.

Ask your pharmacist to examine the Coldene Tablet prescription printed on each bottle and carton. He'll tell you Coldene is powerful, fast, effective. Twenty tablets \$1.

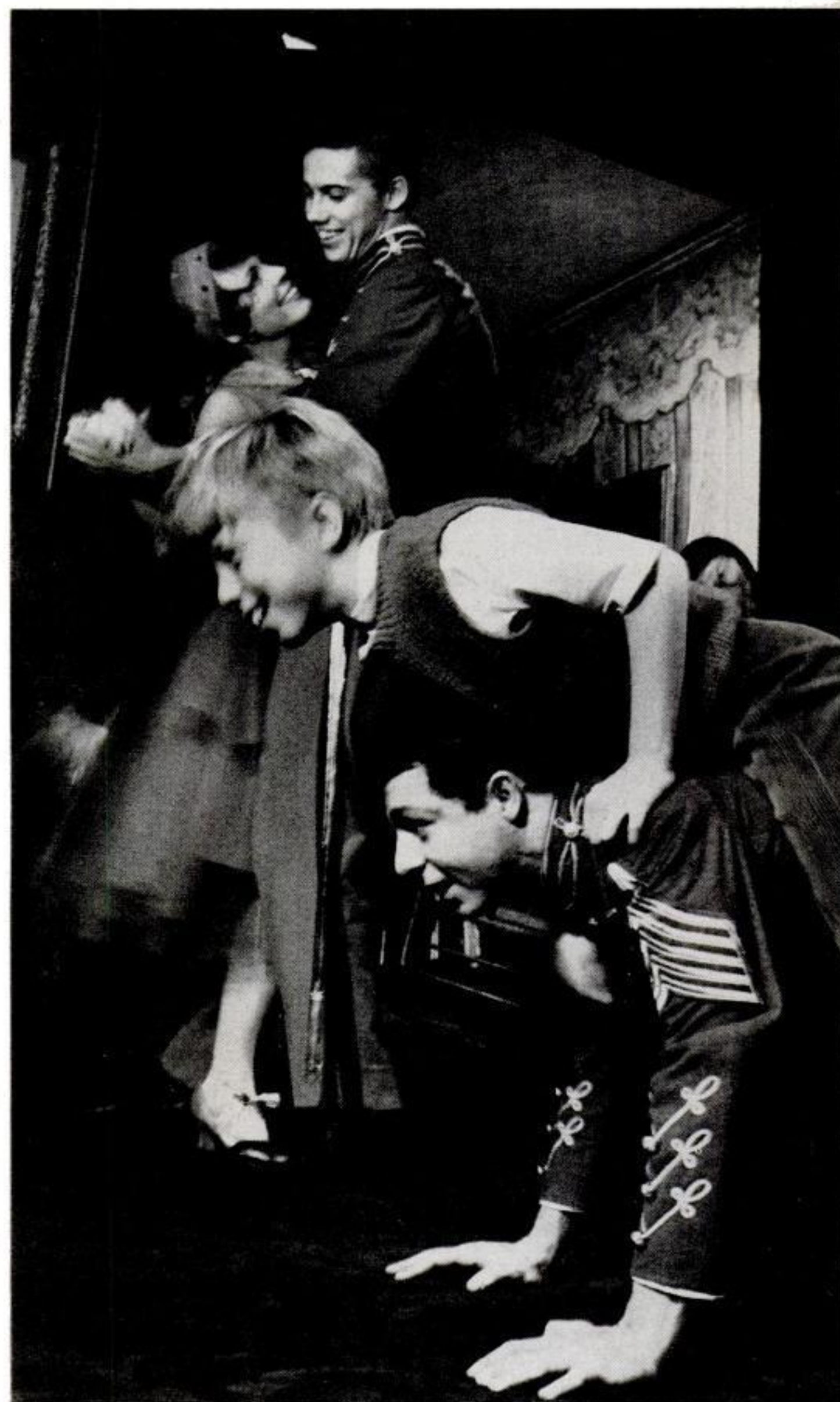
Copr. 1957 by Pharma-Craft Co., Batavia, Ill.

Coldene



coldene is a registered trade mark of Pharma-Craft Company

INGE DRAMA CONTINUED



SONNY IS TAKEN FOR RIDE BY HIS SISTER'S DATE (TIMMY EVERETT)



A GRIM CONFESSION is made by Cora Flood's sister (Eileen Heckart, left) when she tells that all through her seemingly happy married life she has never had real love with her husband (Frank Overton, center background).

TENDER INSIGHT, A TOUCH OF TOBY



INGE AT 12

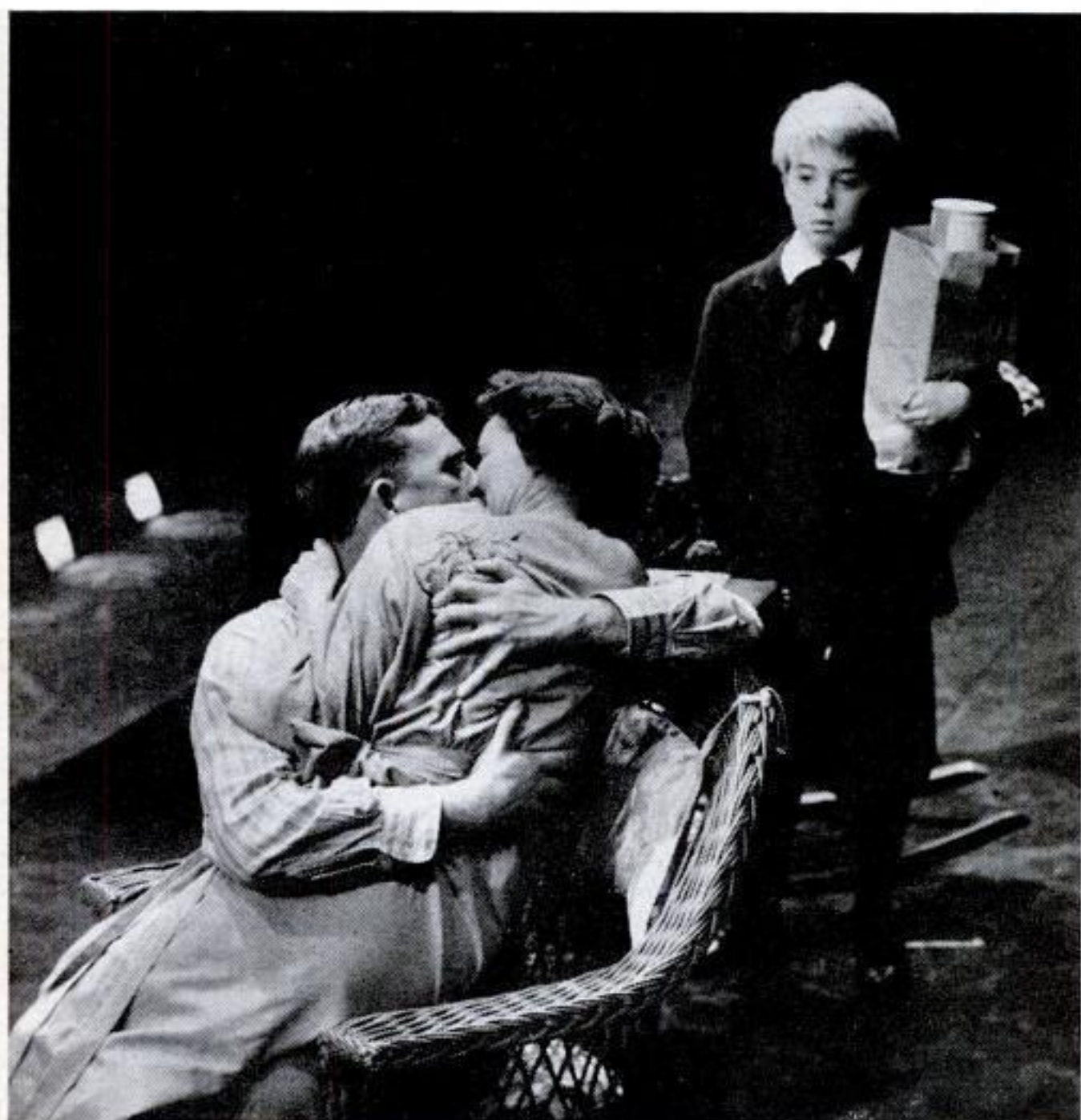
In the settings of the four plays that established him as a major U.S. dramatist of the mid-century era, William Inge, who was born in Independence, Kan., has never moved far from Main Street or gone east of the Mississippi. His earlier works—*Come Back, Little Sheba*, his Pulitzer prize-winning *Picnic*, and *Bus Stop*—all bespeak his probing sympathy for uncitified people. But *The Dark at the Top of the Stairs* gives the clearest glimpse of his own youth. Like the head of the Flood family, Inge's father was a traveling salesman. Like Sonny (left), Inge himself collected and gloated over pictures of movie stars and became enamored of the world of entertainment.

While he was a student at the University of Kansas, Inge joined the summer tour of an old-time "Toby Show" that featured a hayseed clown traditionally called Toby and played under canvas in small towns. Inge acted romantic hero roles. After some slow years at teaching, newspaper work and playwriting he struck his stride in 1950 with *Sheba*.

Now 44, still a bachelor, Inge lives in New York, is working on a novel and planning a musical fantasy set in New Jersey. In all his work he shows a tender faith in ordinary people, a mastery of the minutiae of everyday life that audiences love to recognize. He also shows he was not hurt by his exposure to the sure-fire theatricality of the Toby Show.



INGE TODAY



A JOYOUS REUNION after the crisis brings Cora to the arms of her husband, whom she learns to accept despite the contradictions in his character. Sonny feels rejected by his mother and knows he must face his own future.

FOR THE FASHION BUY OF YOUR LIFE!



Only you will know how little these designer-fashions cost!

Such exquisite styling and detailing...yet such modest pricing! Bea Young fashions—both in washable **Dan River Wrinkl-Shed Dri-Don.**

\$5⁹⁸
EACH
West Coast
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Bea Young

LEFT: "Glad Plaid"—Sizes 10-18, 12½-22½
Turquoise and Pink, Gold and Green, Pink and Lime.

RIGHT: "V Pockets"—Sizes 12-20, 14½-24½
Blue, Pink, Green.

Above are two of many Bea Young styles at better stores everywhere. Or write **Smoler Bros., Inc.**, Chicago, Ill., New York, N. Y., Los Angeles, Cal., Dallas, Texas
Makers of Necessity of Life Fashions • Bea Active • Bea Young • Reloms • Pirates



LAURIE ANN GREEN bows as her uncle, John Green, presents her to the gathering. Her father Robert, an oil executive, was ill and could not do it.



LENDY FIRESTONE curtsies as her father, Leonard, beams. Son of the late Harvey Firestone, he heads West Coast part of his family's tire company.



LINDA JANE IRVINE bends low as her father, Myford, looks proudly on. His ranch, with cattle and oil, is one of California's largest landholdings.



BENEATH ORNATE GOLD CEILING OF THE BILTMORE BOWL AFTER PRESENTATION THE 32 DEBS WHIRL

The Las Madrinass Debs

PHOTOS GIVE FIRST LOOK AT FAMOUS BALL

The most impressive debutante ball in southern California is given annually in Los Angeles by *Las Madrinass* ("The Godmothers"). The 88 ladies of *Las Madrinass*, leaders of Los Angeles society, include descendants of original Spanish land-grant families like Dominguez, the Doheny oil family, the daughter of Cecil B. De Mille. During the holidays *Las Madrinass* permitted *LIFE* to cover their party—the first time that press pictures had ever been taken.

Escorted by her father or another close male relative, each of the 32 girls selected for presentation bowed individually (left) to the 850

guests gathered in tiered seats amid the elaborate decor of the Biltmore Bowl in Los Angeles' Biltmore Hotel. (A 33rd girl, Michelle Valentine, was kept home by measles and presented *in absentia*.) Then, after a ceremonial waltz with their fathers (above) the girls had a chance to dance livelier measures until the ball ended at 3. It was a happy coming-out for the girls. But the happiest beneficiaries were the Los Angeles Children's Hospital and its Convalescent Home. They traditionally receive the party's proceeds, and in the past decade have netted close to \$400,000 from *Las Madrinass*.



GRACEFULLY IN A WALTZ WITH THEIR FATHERS



DOING CHARLESTON at the dance, Joan Bailey stretches out her arms to receive her escort, Joseph Mock. Her father is an investment counsellor.



CHATTING are (from left) Norman Chandler of Los Angeles Times, Architect William Pereira and President Whitley Collins of Northrop Aircraft.



"GRANDMOTHERS' TABLE" seats Mrs. Harry Sinclair, Mrs. Pierre Garnier, Mrs. Shaw McCoy, Mrs. William Raymond, Mrs. Walporth Sutphen.

MASS CURTSY of the debutantes to their fellow guests displays their bouffant white ball dresses and their matching bouquets of pale pink camellias.





PELICAN'S PECULIAR PERCH

When Ellen Longworth came out of the surf at Casey Key, Fla., she was careful not to disturb a pelican that was standing on a wall nearby as she stretched herself out in the sun and began to read a book. But the pelican had no hesitation about disturbing her. It plopped

down on the sand, waddled over and clambered right up on Mrs. Longworth's back. There it stayed for half an hour, tugging at her pony tail and tickling her back, until Ellen, who cannot stand as much sun as a pelican, made it move over so she could get up and go indoors.



Another adventure in one of the 87 lands where Canadian Club is "The Best In The House"

It's a bull's-eye or nothing in this African Manhood Test

1. "You have to be Deadeye Dick to become a Masai warrior, and I'm afraid I don't rate," writes Douglas Kennedy, an American friend of Canadian Club. "Years ago, a youth became a warrior only after he'd killed a man. Today, he must pass a spear-throwing test. He gets one chance to hit the backbone line where a zebra-skin's stripes form a 'V.' When I witnessed this rare trial in Tanganyika, I put my own aim to the test."



2. "The chief's son had shown me the fine points of the Masai's dearest possession. Each 8-foot spear is pointed at both ends with heads of solid iron. A fierce weapon, but ten times as heavy as a javelin."



3. "My third throw hit the mark. That satisfied the proud Masai, but it didn't tempt me to trade in my rifle. This tribe lives in the heart of big-game country, surrounded by lion, rhino and elephant. Their spears are their only defense."



4. "A welcome oasis after the heat of the plains was the hotel in Arusha. When I told my host how I'd got the spear, he feted me with Canadian Club."

Why this whisky's worldwide popularity? Only Canadian Club has a distinctive flavor that captures in one great whisky the lightness of scotch and the smooth satisfaction of bourbon. That's why no other whisky in all the world tastes quite like it. You can

stay with it all evening long... in short ones before dinner, tall ones after. Canadian Club is made by Hiram Walker, now celebrating its 100th year of distilling leadership. It's "The Best In The House" in 87 lands.

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